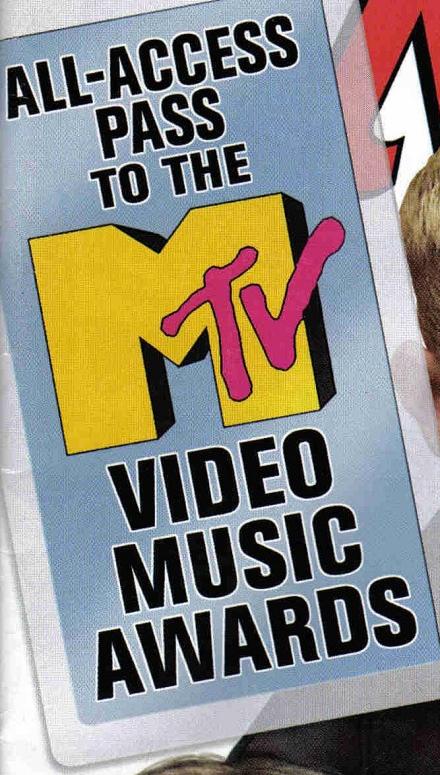


TIPS FOR VIDEO GAMERS • HARRY POTTER

# MAD<sup>IND</sup>



CANADA

#133 SEPTEMBER 2003 \$5.75 CHEAP!



50

# MAD

SEPTEMBER 2003

NUMBER 433

16

## DEPARTMENTS

If the road to Hell is paved with good intentions, it must be a very short walk!

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## PROSE AND CON

Thank you very much for printing my previous letter "You've Got Jail" in issue #428. You sure made a lot of inmates at the Oklahoma County Jail very happy. It took a long time for me to finally see my letter in your magazine because you've been banned! Yes, apparently the jail officials were not amused to see my letter, so now MAD is banned from the jail. My 83-year-old father has attempted to send me the last several issues only to have the jail reject them and send them back to him. I'd say they are a bit miffed about MAD and they don't like me at all because I have repeatedly embarrassed them publicly. Oh well, someone has to do it. Remember your mentioning good ole Major Russell Dear? Well guess who is in charge of all the censorship here at the jail? Yep! Major Russell Dear! So I assume that Major Dear is the one who banned MAD magazine. However, due to a healthy black market in the jail run by the detention officers, a copy of your magazine with my letter fell into my hands. The only thing that has me worried now is that Major Dear may not allow me to have a conjugal visit with Monroe's mom!

Roger Keith Henton, Oklahoma City, OK

Roger Dodger — As you might suspect, we were both shocked and horrified to read your letter and its tales of censorship in the Oklahoma penal system. If we didn't have a two-week vacation to the sun-baked island of Aruba already paid for, we'd be on the first train down to Oklahoma City to protest this affront to the first amendment by your jail administrator, Major Russell Dear. We'd like to give a shout out to the hard-working detention officer lads of the black market who continue to put their own careers in jeopardy to make sure Oklahoma's convicted felons can still enjoy a good laugh as well as other sundry contraband. Finally, with regards to your conjugal visits and Monroe's mother — that's sick! You should be locked up someplace! See you in solitary! —Ed. P.S. Here's to your quick recovery from the midnight beating that's sure to follow!

## LETTERS • AND • TOMATOES • DEPARTMENT



### ARTISTIC FEET

In MAD #428, you got a strange letter from a Dave Ellis. He wanted a picture of Alfred in a bikini, on a hot summer morning, while playing a banjo with ham on his big, smelly toes. Here it is!

Rina Perlin, Louisville, KY

Perl Jam — we don't know how many interstate trafficking laws we are breaking by publishing your little picture, and quite frankly we don't care. Working at MAD is all about putting smiles on our readers' faces and catering to their disturbing fetishes. Oh, if only we could be there to see the sick, twisted look on Dave Ellis' face as he takes a gander at your picture. On second thought, maybe it's best if we aren't in the bathroom with him! —Ed.



### ONCE A PONDER TIME

There are things I ponder about MAD such as...do any of your writers ever feel a disturbance in the force as you gather for creative meetings? Is there a MAD Magazine Institution of Higher Learning somewhere in the horizon also? Is it possible to use MAD as a pillow or as a food tray? Do you think that MAD exists in a parallel universe? These are the things I ponder about as I flip through the pages of your fine publication.

Carlos Pico, Bronx, NY

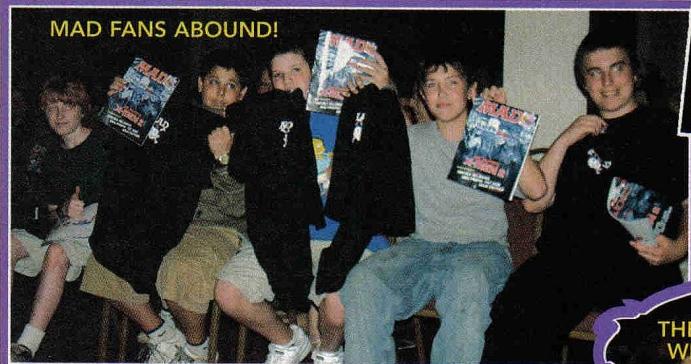
Pico Chu — To answer your many questions — only one of our contributors is capable of feeling a disturbance in the Force, MADster Jedi Drewbacca Friedman. Coincidentally, there are plans for a MAD Institution of Higher Learning and it will be housed at Columbia University's newly established Jayson Blair School of Journalism. You can use MAD as a food tray, but lay off the Vietnamese food, it tends to give us gas. MAD doesn't exist in a parallel universe, but sadly, given the intellectual scope of your question, it's obvious that you do! —Ed.

### LOST AND DUMFOUNDED

I was looking forward to reading the article "If the PBS Pledge Drive Was Run by Crackheads" as I read MAD #431, then I got to the end and realized it wasn't there! You must have hired them to work for you instead! Thanks for keeping them off the streets!

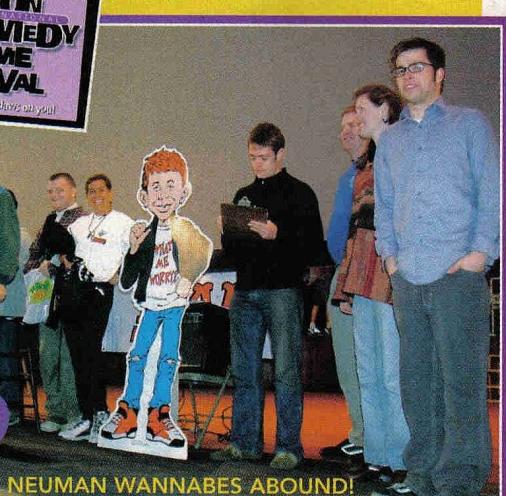
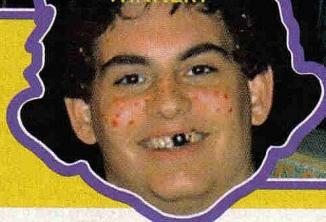
Vicki Charles, Brea, CA

Vicks VapoRub — Glad you appreciate our efforts, let us know when you are in the market for a job! —Ed.



Boston, MA was the home, ironically enough, of the Boston Comedy & Movie Festival. This year, MAD participated by handing out free magazines (Nobody would buy them!) and sponsoring an Alfred E. Neuman look-alike contest. The contest's winner/loser was Michael Teste of Stoneham, MA. His parents must be so proud!

THE LUCKY WINNER?



NEUMAN WANNABES ABOUND!



## FAT LIP

I think your article "Firsthand Evidence that Obesity in Your School May Be Out of Control" (MAD #430) is really mean! A lot of kids read your magazine, including fat kids! There's a lot of mean stuff in your magazines, but I think this is REALLY mean. A lot of fat kids (including myself) read your magazine. When we see an article like that, it really makes us sad. We love reading funny things in MAD, until we see that. Some of your "evidence" actually has happened to fat kids. I know a boy who reads MAD and actually did snap in half a (cheap) skateboard just from standing on it. Do you even bother to think how us fat kids feel? Guess not. Sure, the article is hilarious to bony, skinny, tiny, twig-like people, but not to "chunky" people.

Christine, Malibu, CA

**Chris Cross** — It was never ever our intention to make fun of fat people. In fact, we were so concerned about our callousness that we conducted an independent survey of 100 random obese readers. We found them to be unanimously unoffended and in agreement with our article's message. Of course, we may have swayed their opinion slightly by giving each of them a complimentary garbage bag full of mayonnaise! Thanks for writing! —Ed.

## AN AGE-OLD, OLD AGE QUESTION

I don't want a job, a new position or money. This 76-year-old's life ambition is to have her name printed in your wonderful next edition. I'm not getting any younger, but will consider plastic surgery.

Ruth Unterberg, New York, NY

**Babe Ruth** — It's our pleasure to print your name, we just hope we're not too late! —Ed.



## MAD-CEMETERY-SNAPS



Imagine our shock and awe when, within days of each other, we received Cemetery Snaps of legendary adversaries Chicago crime boss Al Capone (buried in Mount Carmel Cemetery, Hillside, IL) and famed Untouchable lawman Eliot Ness (buried in Lake View Cemetery, Cleveland, OH). One stood for evil and corruption, the other fought for justice and order, but now both are buried deep in the cold, cold earth. This is an important and profound life lesson for children everywhere! Congrats to Kevin and Heather Daly of Grand Rapids, MI (Capone) and Caesar Campanaro of Willowick, OH (Ness) on their one-year MAD subscriptions!

## BIG ZACH WACKER

Back in issue #431 we asked readers to tell us what they thought was wrong with MAD missive writer Zach DeVito of Weston, CT. To bring you up to date, Zach wrote in pointing out the minor mistakes in our satire of *The Lord Of The Rings: The Two Towers*. So, without further ado, here are a few of the better diagnoses of what ails dear Zach:



Zach had an error in his pathetic attempt at a correction letter. He clearly states "that the two hobbit brothers ride on the tree" (it's an Ent), but the hobbits are not brothers, they are Meriadoc Brandybuck (Merry) and Peregrin Took (Pippin). Although they are distantly related, they are by no means brothers.

— Aiko Weverka, San Francisco, CA

While I have no idea what is wrong with Zach, I do know that in his attempt to correct your mistakes, he has made several of his own. Gollum is not schizophrenic. It is a common mistake to confuse schizophrenia with multiple personality disorder. Gollum has a split personality.

— Michael Doyle, St. Petersburg, FL

It pains me to see MAD put up with people like you. Zach, you're probably one of those computer-movie hackers who download the movie on their computer before it comes out to video, then you watch it day in and day out!

— James Brokas, North Ogden, UT

He's a complete idiot! If he is going to pay such attention to the movie, he might as well get all the facts in his complaint letter right!

— Natalie Rosen, Denver, CO

I feel he has a temporarily permanent form of dementia frigatosisslipdiscpox, which if not properly treated can lead to the loss of teeth and fingers. Poor Zach, I hope he gets well.

— Gloria Tarantino, Kalamazoo, MI

I think he has gotten way too much radiation from eating TV dinners cooked in the microwave while watching *Lord of the Rings* on his TV.

— Kevin Kwoka, Roseville, CA

I think you have a rare disease that is common among the inhabitants of Connecticut called Falloffatreeandhit-yourheadshizoitis!

— Nick Vasilyev, Belle Mead, NJ

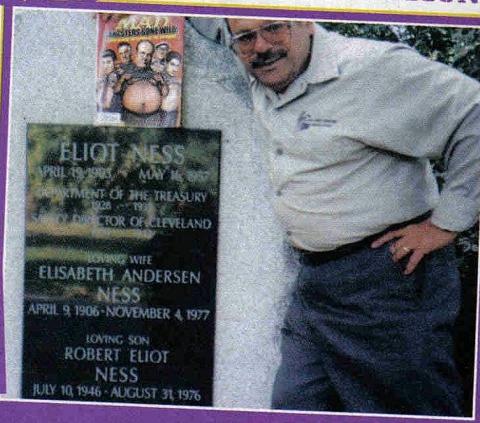
## GET A HEAD



While loitering at your local mall or garbage dump, why not stop in to buy NECA's new Spy Vs. Spy and Alfred E. Neuman Head Knockers? They're perfect for those who like things that bobble, or who simply enjoy MAD magazine (the stranger of the two fondnesses, really)!



## SPECIAL CRIME AND PUNISHMENT EDITION

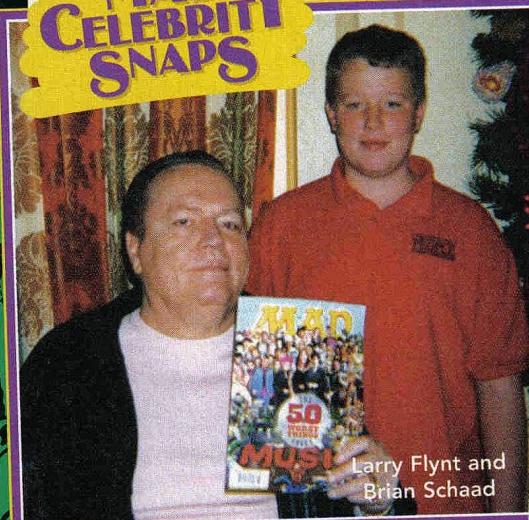


## THE BIG EASEL

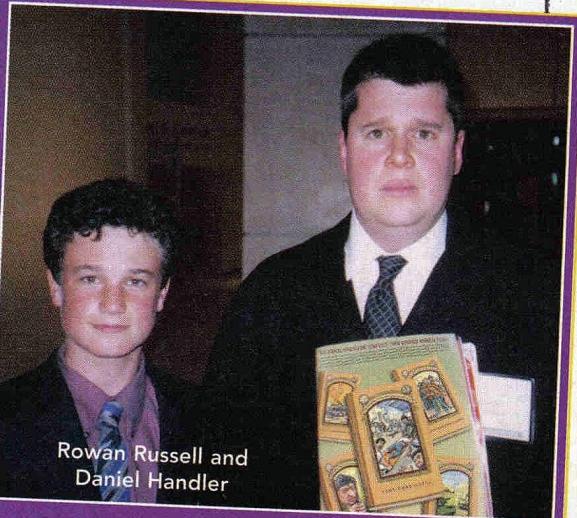
Cyber artist Hank Roll of Nanty Glo, PA ([hankscyberart@aol.com](mailto:hankscyberart@aol.com)) sends in this head of Alfred E. Neuman fashioned out of an old computer circuit board. We continue to look for Alfred portraits made of other materials. Send in your artwork to: Amy "The Big Easel," c/o MAD Magazine, 1700 Broadway, New York, NY 10019.



## MAD CELEBRITY SNAPS



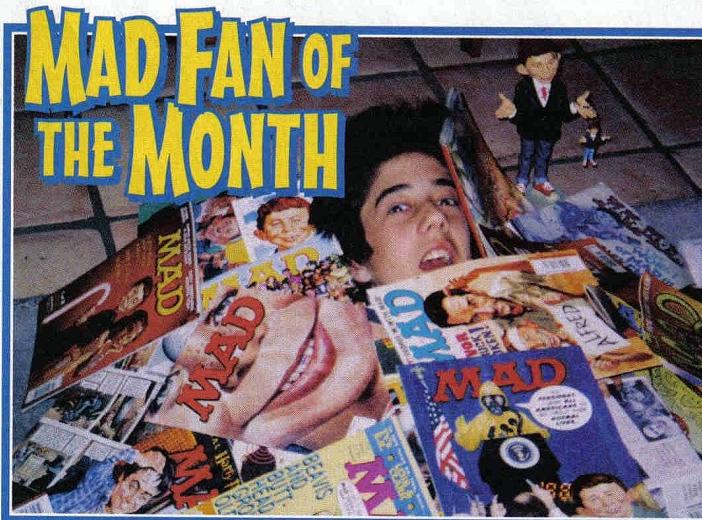
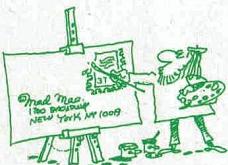
Larry Flynt and Brian Schaad



Rowan Russell and Daniel Handler

This month's Celebrity Snaps are of two infamous publishing giants — porn impresario Larry "Hustler" Flynt, sent in by Brian Schaad of Orrville, OH, and a close friend of *A Series of Unfortunate Events* author Lemony Snickett, Daniel Handler, sent in by Rowan Russell of San Francisco, CA. We are giving three-year subscriptions to each of the readers. We look forward to getting free copies of *Hustler* and Lemony Snickett books sent to the MAD office! We just hope we'll be able to tell them apart!

Every once in a while we get a photo so disturbing that it chills us to our very core and makes us question what it is we do. And so it is this month with this photograph sent in by Zach Glicksman of Tucson, AZ. Zach, Zach, Zach...Oh my!



ON SALE NOW!

### MAD COLOR CLASSICS #8

THIS ALL-COLOR EDITION INCLUDES VIDEO GAME PLAYERS, ESPN & HOWARD STERN!

LOOK FOR NEXT MONTH'S ISSUE FEATURING

MAD'S CARD DECK OF THE LEAST WANTED AMERICANS!



Alfred E. Neuman  
He leads the pack without a doubt  
Of people we can live without.

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#### Contributing Artists And Writers

*the usual gang of idiots*

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MAD welcomes reader submissions.  
Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope! MAD doesn't read faxed submissions!



## FINDING NEO DEPT.

What is real and what isn't? Is this really a parody that you're reading or is it an illusion that cost you \$3.50? Is it fake? Are you part of a "virtual reality" created by the evil machine: the Corporate Gang at MAD? Read on as we spoof the most anticipated movie of the year that turned out to be the most overrated! Here is...

# THE FAKEEFIX

I am Neato! I'm still "The One"! In this sequel, I'm more powerful than ever! I can fly! I can stop bullets! I do not yet have the power to act! MoreB.S. can only teach me so much!

I am Trinitease, the resistance fighter! I am like three *Charlie's Angels* butt-kicking babes rolled into one! I believe Neato is "The One"! Later in this film I have sex with Neato! If we have a child, we already have a name picked out! We're calling him Ray Ban!

I am MoreB.S.! Leader of the resistance and captain of the Nebbishchanezzah! My job, in addition to looking sullen, is to save the last free human city of Zoned Out! We were too late to save Poughkeepsie!



Wow! Have you seen this film's action, special effects and wire work? *Titanic*, *Spider-Man* and *Terminator* move over!

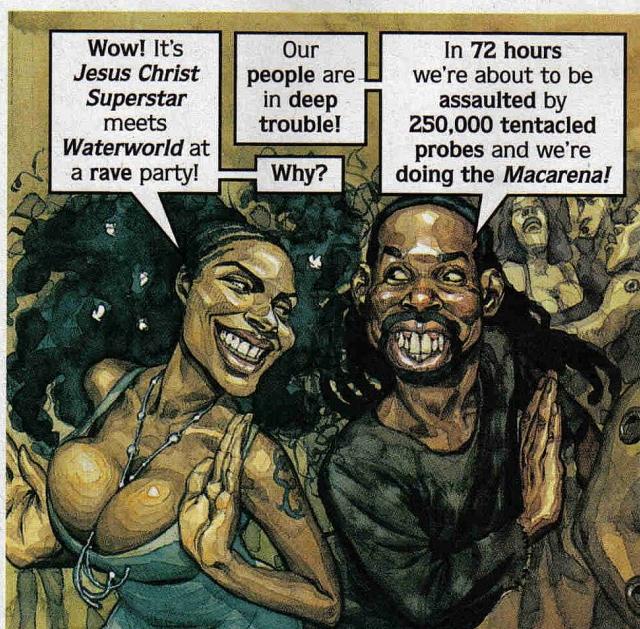
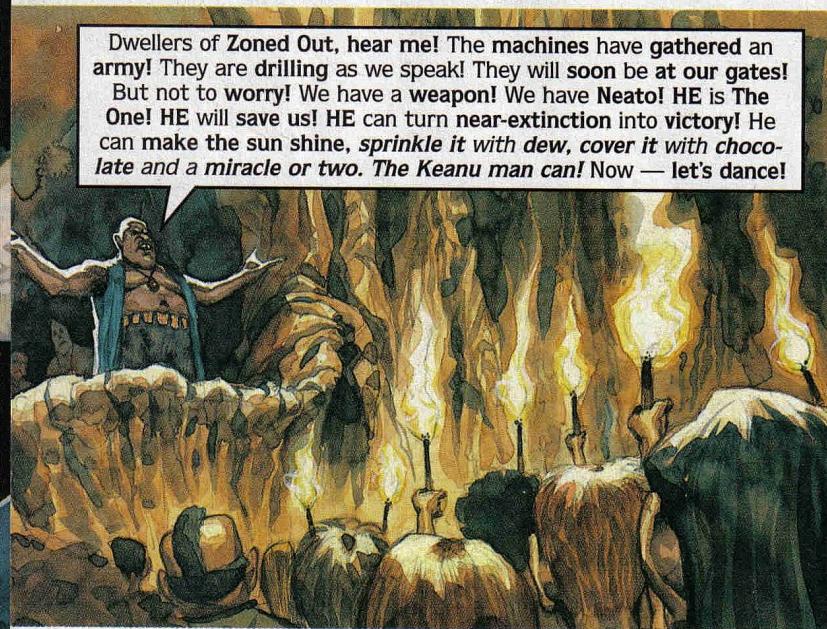
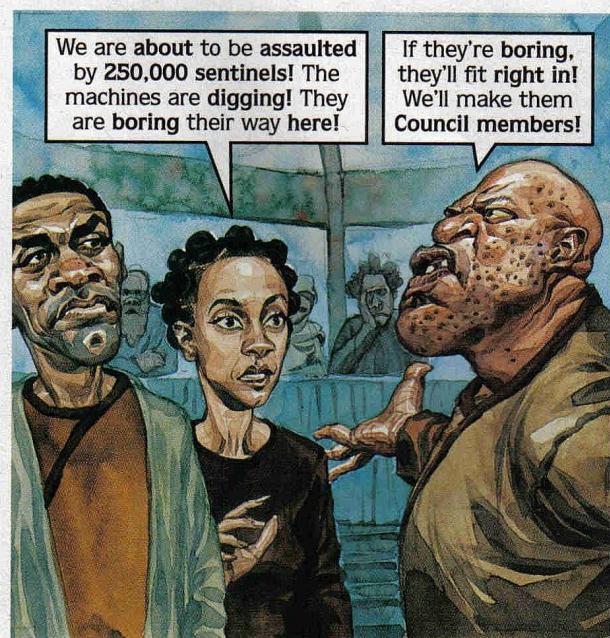
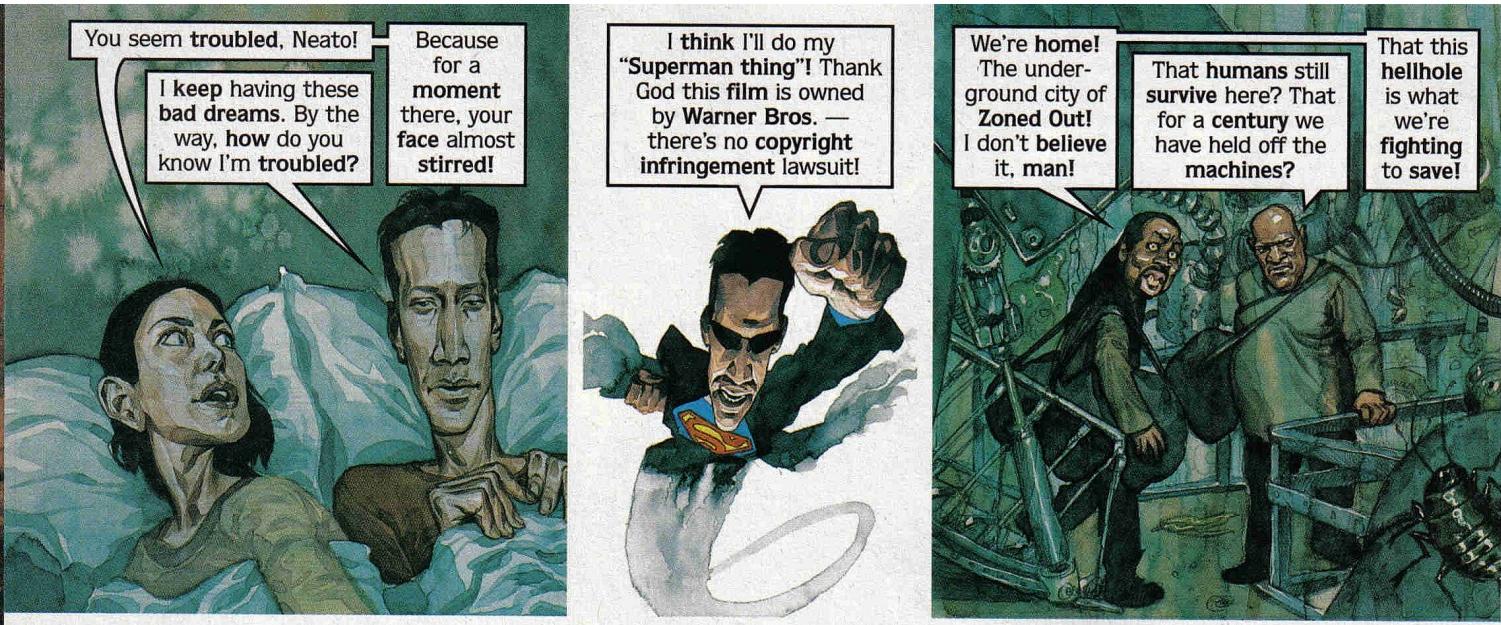
Have you read the script? *Glitter*, *Swept Away* and *Coyote Ugly*, step aside!

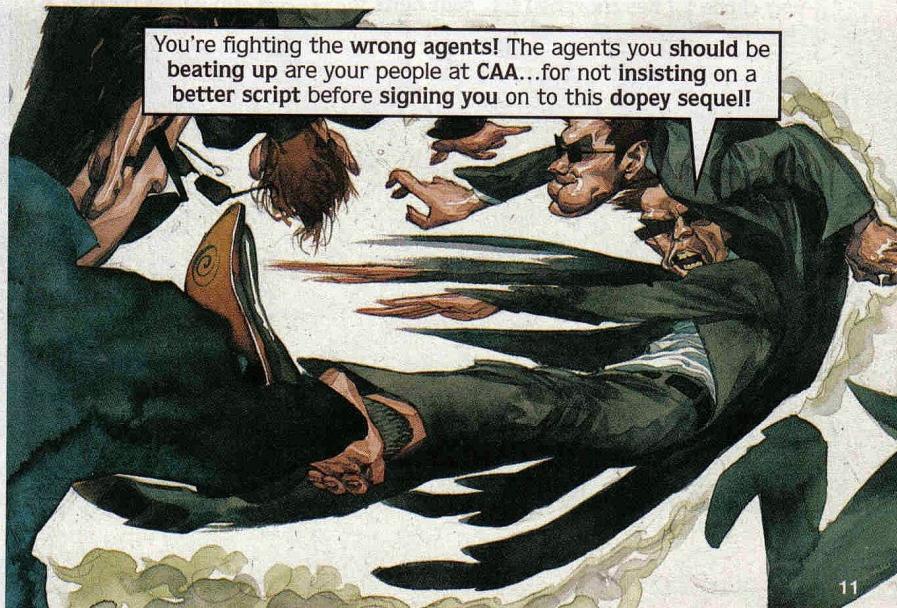
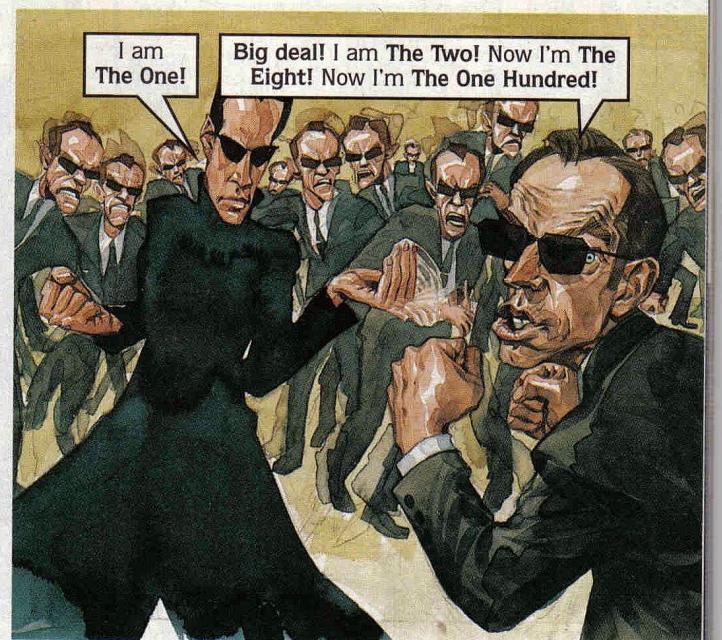
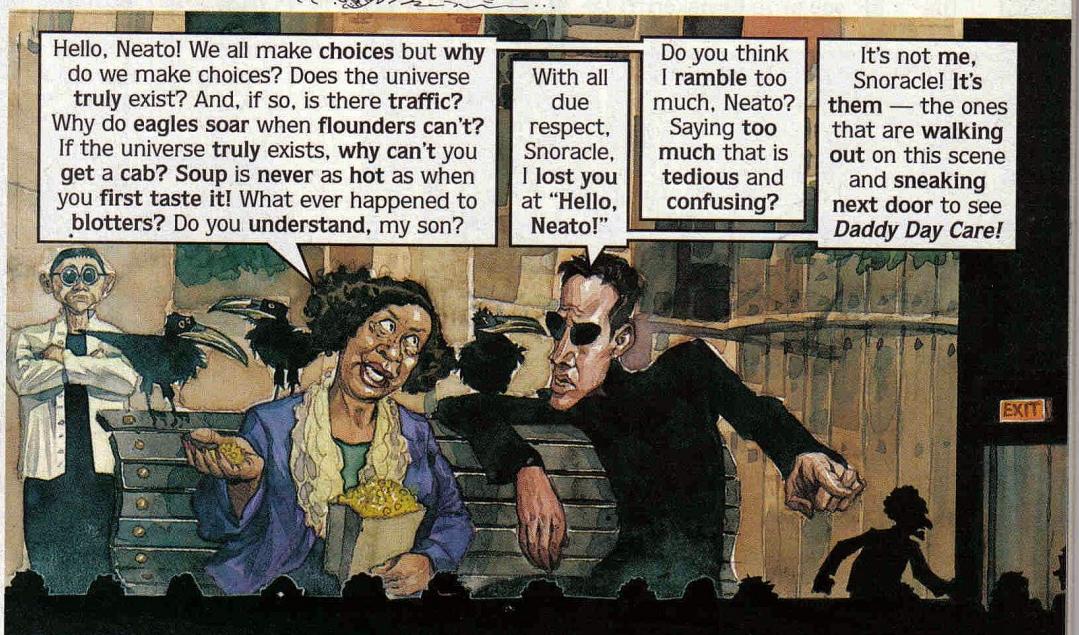
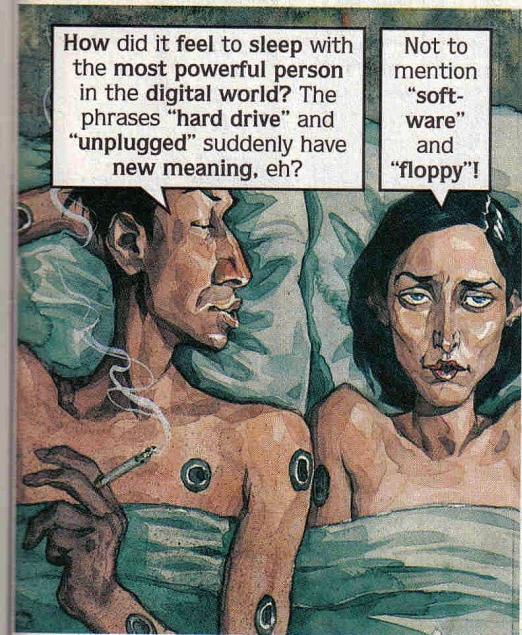
This plot is like a college education! It has everything from religion to mathematics, quantum physics and philosophy...

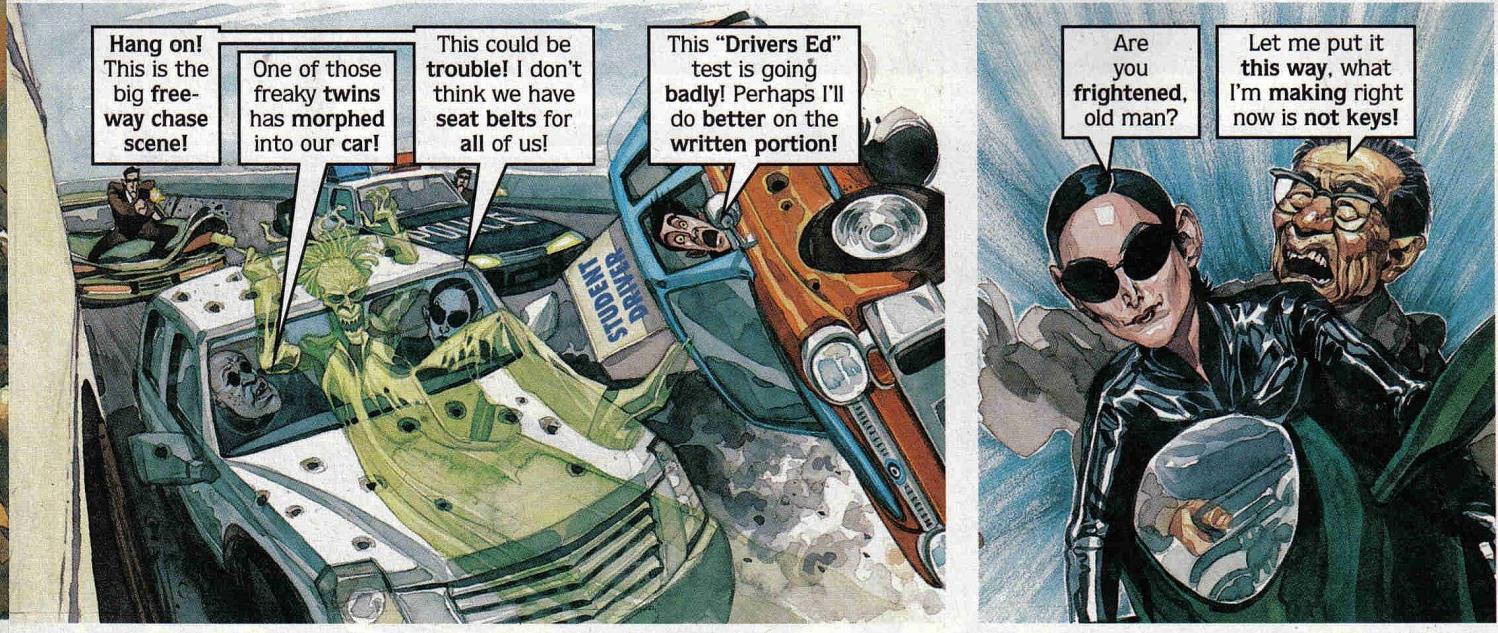
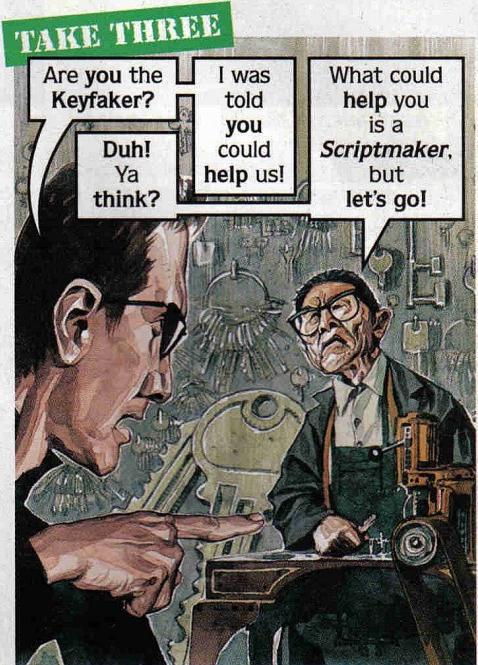
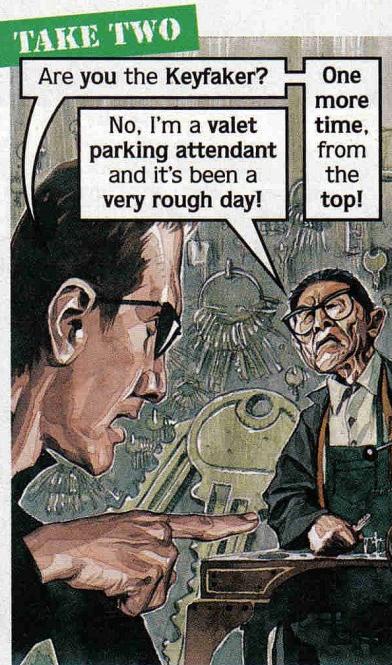
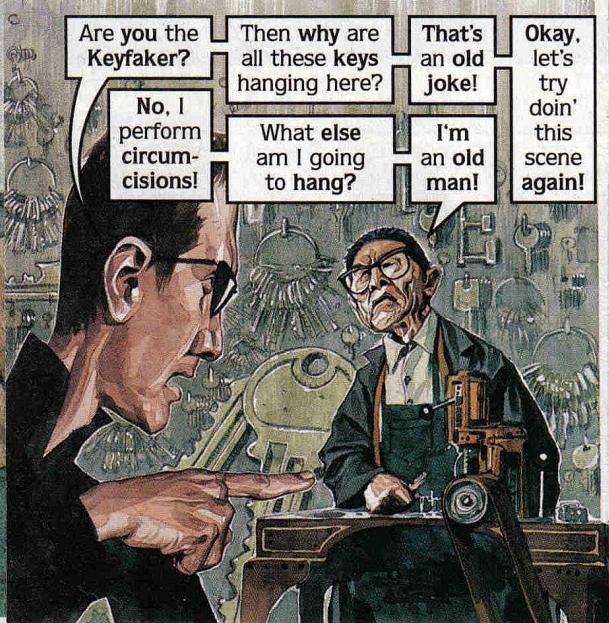
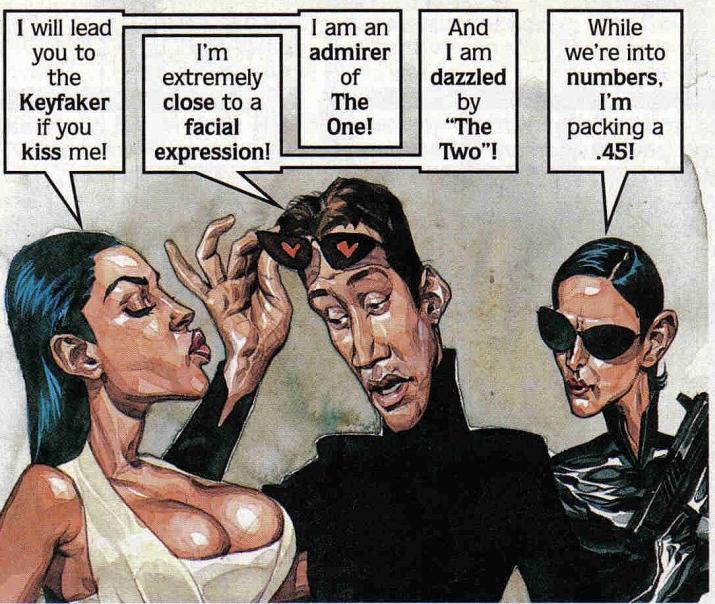
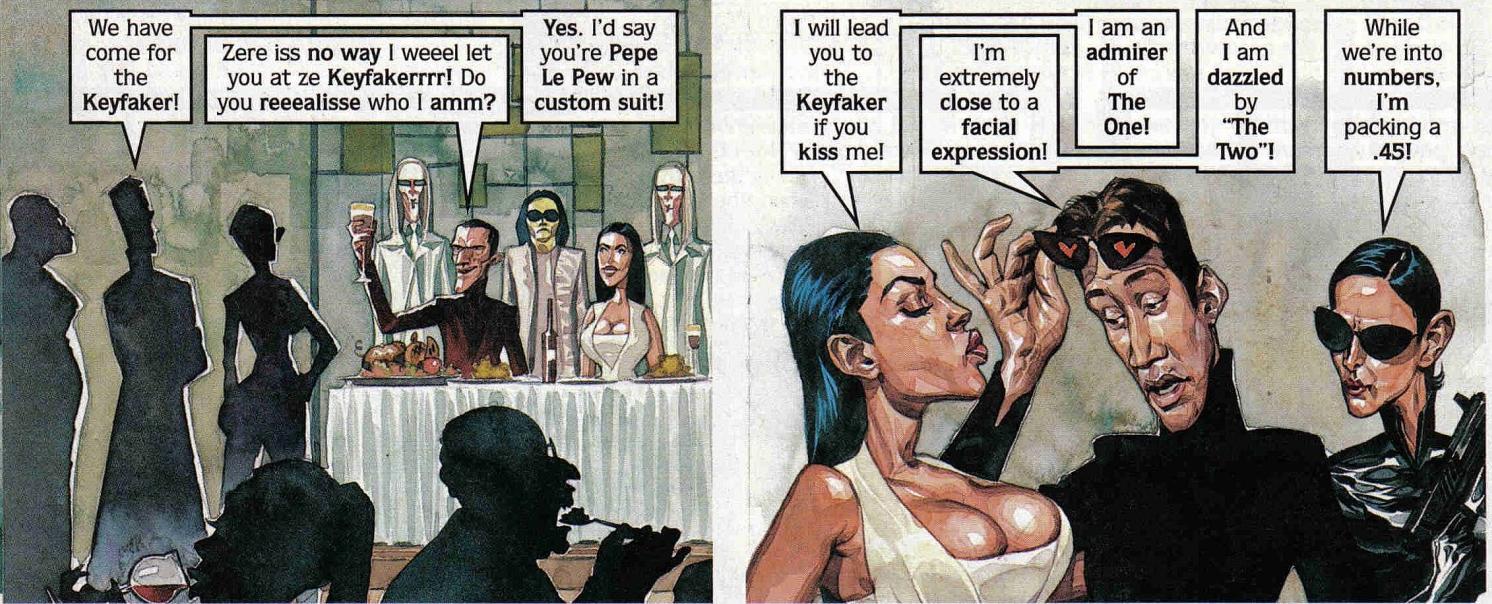
It's a shame they didn't include Creative Writing 101!

# RETFARDED











I'm on the 101 near Sepulveda! Here's the situation: we have stoic, black belt albino twins in dreadlocks turning into ghosts in the middle of the freeway! We have a large dude in a fluttering trench coat and a samurai sword in a kung fu battle on top of a speeding big rig! We have sneering, dark-suited guys who are cloning themselves! Right now one of them is morphing into me!

Here in L.A. that's a code nine!

Code nine?

It's called "Tuesday afternoon"!

What do you think? Best car chase since *Terminator 2* and *The Fast and the Furious*?

Let's say most expensive car chase since *T2* and *The Fast and the Furious*!

I haven't seen one airbag!  
You'll meet him in the next scene! He's called "The DorkyTech"!



Do you know where you are?

Yes! I am in a very bad Circuit City! Who are you?

I'm The DorkyTech! After that freeway chase I thought I'd bring something new to this movie!

What is that?

A huuu! You see, Neato, this is the sixth Faketrix! There were five other leaders before you, exactly like you, well, not exactly like you...some had charisma! Face it, Neato, you're the eventuality of a systemic anomaly!

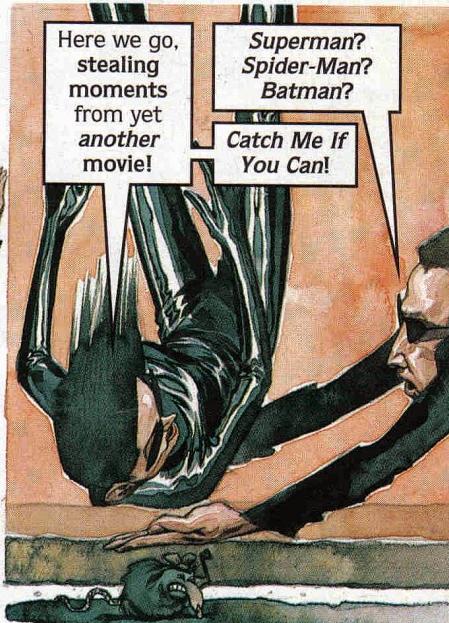
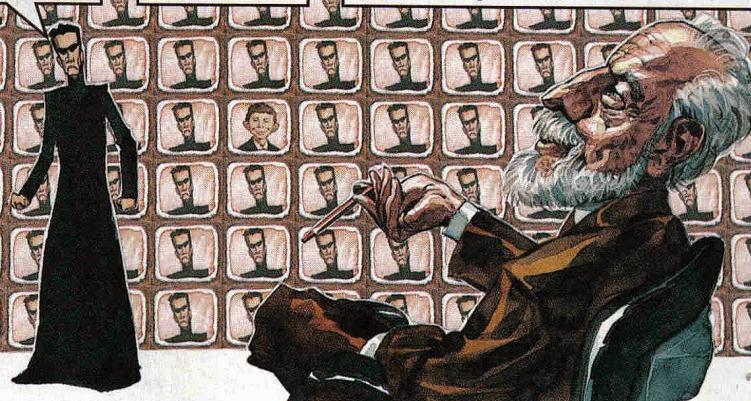
Huh?! I lost you after "You see, Neato."

This bore gives me the perfect opportunity to use my super powers — and fly!

Here we go, stealing moments from yet another movie!

Superman? Spider-Man? Batman?

Catch Me If You Can!



I'm confused! Why is Neato on that operating table? And who is this other guy?

I'm bewildered, too! What does the ending mean? 'Cause, frankly, I'm still confused by the middle!

I'd explain the ending but there IS no ending! We just have a continuation! This is all a setup!

By the machines?

By the producers! This 2 1/2 hour sequel has been nothing but one big, long, bloated trailer for the third film — *Faketrix Convulsions!*





### A THUG'S LIFE DEPT.

On the surface, being a school bully looks like a cushy job — the power, the fear, the lunch money. But, in reality, it takes grit, determination and tenacity (not to mention a distinct lack of queasiness). So, with the new school year rapidly approaching, if you aspire to such lofty levels and want to climb the ranks from "meddlesome tough" to "loathsome hooligan," you need to pull your finger out of your nose, jab it in the eye of a weaker classmate, and peruse (that means "read")...

JOHN CALDWELL's

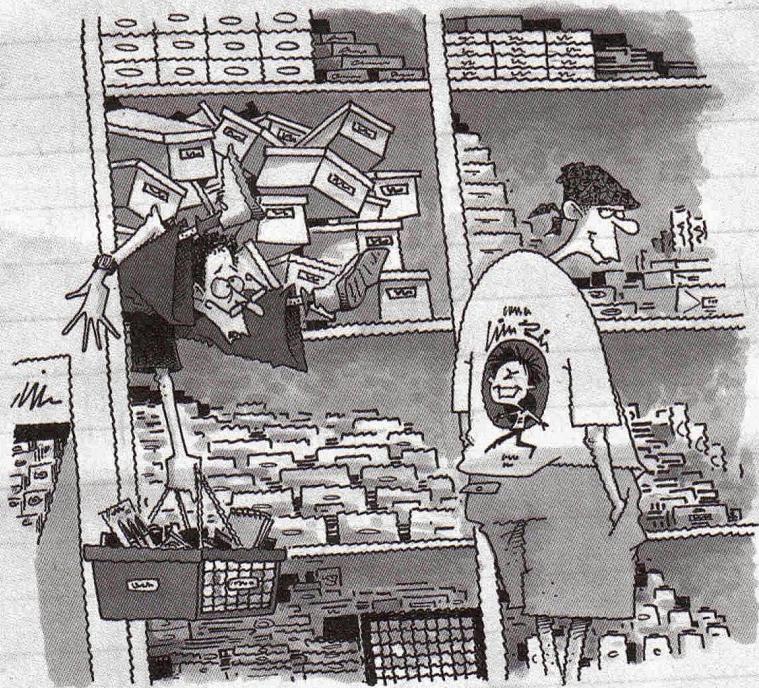
# The BETTER BULLY'S BACK-TO-SCHOOL TO-DO LIST



Get better acquainted with the technology that's helping to bring bullying into the 21st century.



Pick up rubber gloves for those occasions when you need to "pants" some doofus with questionable hygiene.



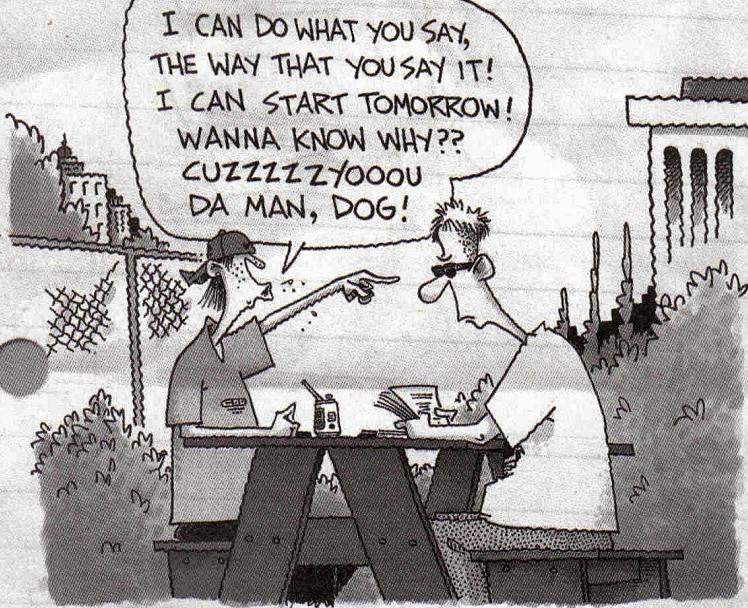
Get into mid-semester form early by spending a few hours at the Office Depot roughing up back-to-school shoppers.



Initiate "look the other way" negotiations with the slacker/loser school bus driver.



Put in the extra hours of practice that will finally get your name in the medical journals under the subject "Dodgeball-Related Facial Reconstruction Surgery."



Interview prospective annoying suck-up sidekicks.



Post your mission statement for the year.



Bone up on intimidating foreign phrases to allow for the cultural diversity of today's nerd.



Finish "What I Did (To Herbert Squirlman) On My Summer Vacation" composition.



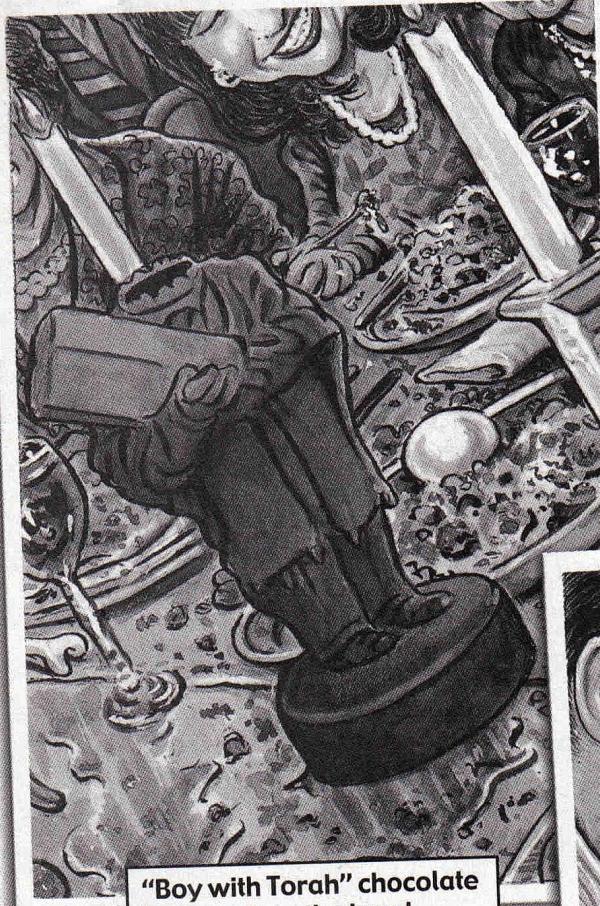
Put together a PDA database, so you're less likely to confuse this semester's dorkballs with the dimwads you picked on in summer school.



LET MY PEOPLE FOCUS DEPT.

Back in MAD #428, we examined the disturbing trend of disposable camera use at wedding receptions, the theory being that by using these cardboard Kodaks, guests could "document" the event in a way that paid professionals never would (or would want to). Unfortunately, Bar Mitzvahs are also susceptible to this sad development. Sure, at the end of the ceremony, a boy has become a man — but that doesn't also mean that a bunch of relatives have become skilled photographers! The only result is a batch of regrettable...

# DISPOSABLE CAMERA BAR MITZVAH PHOTOS THAT DIDN'T MAKE THE ALBUM

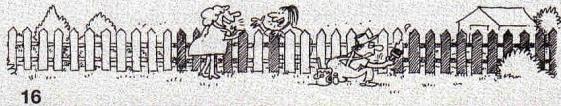


"Boy with Torah" chocolate favor, minus the head.

One of the parking valets telling Dr. Klein he just backed into his Jaguar.



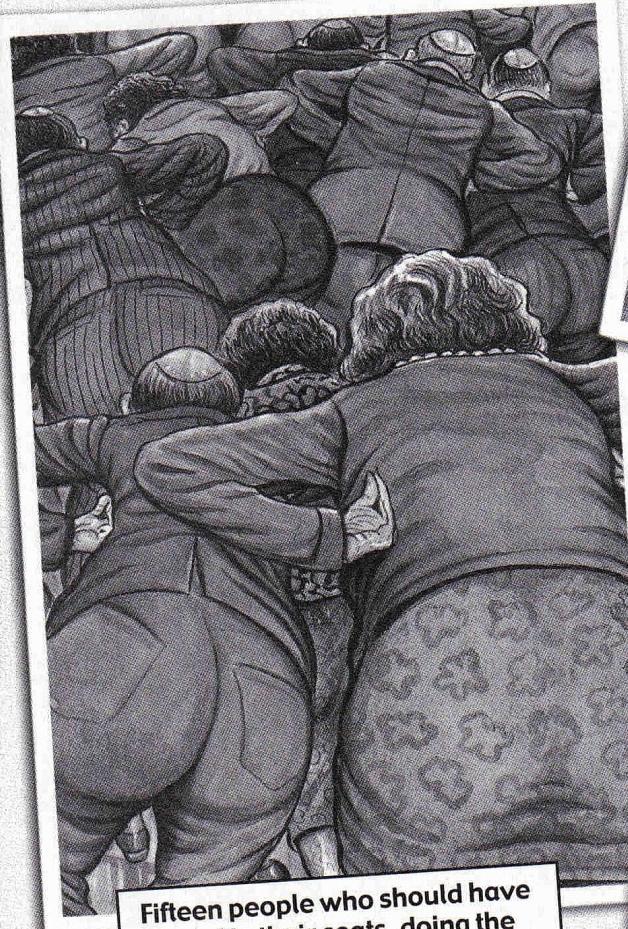
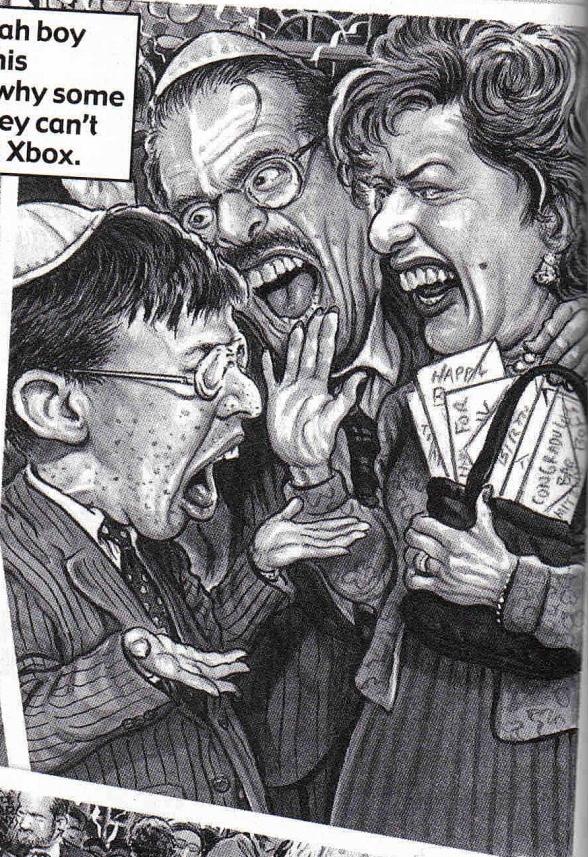
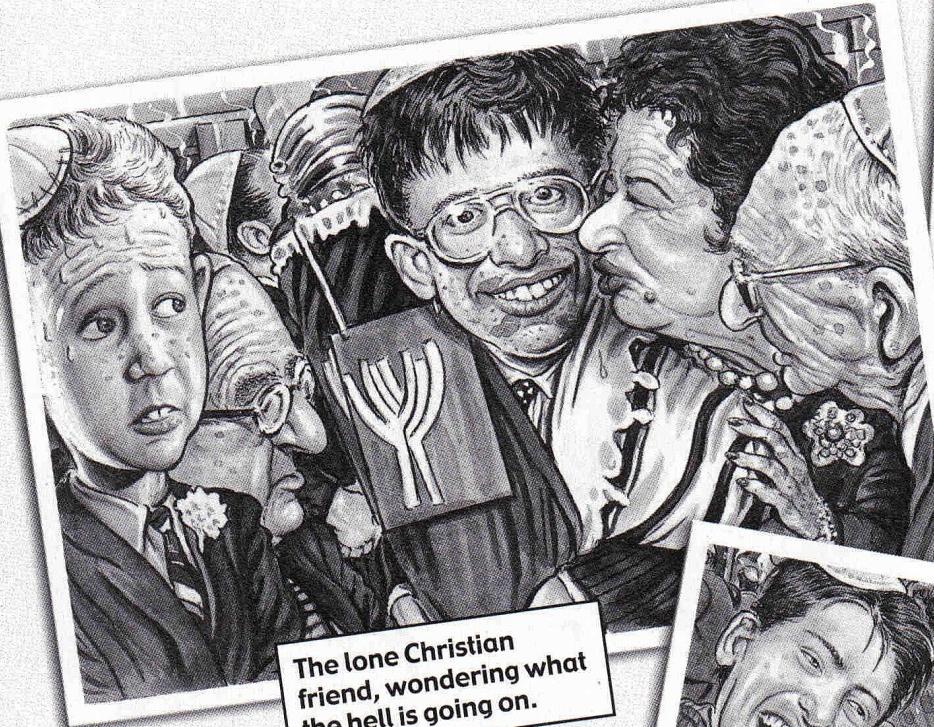
College-age cousins pitching quarters with the kiddish cup.



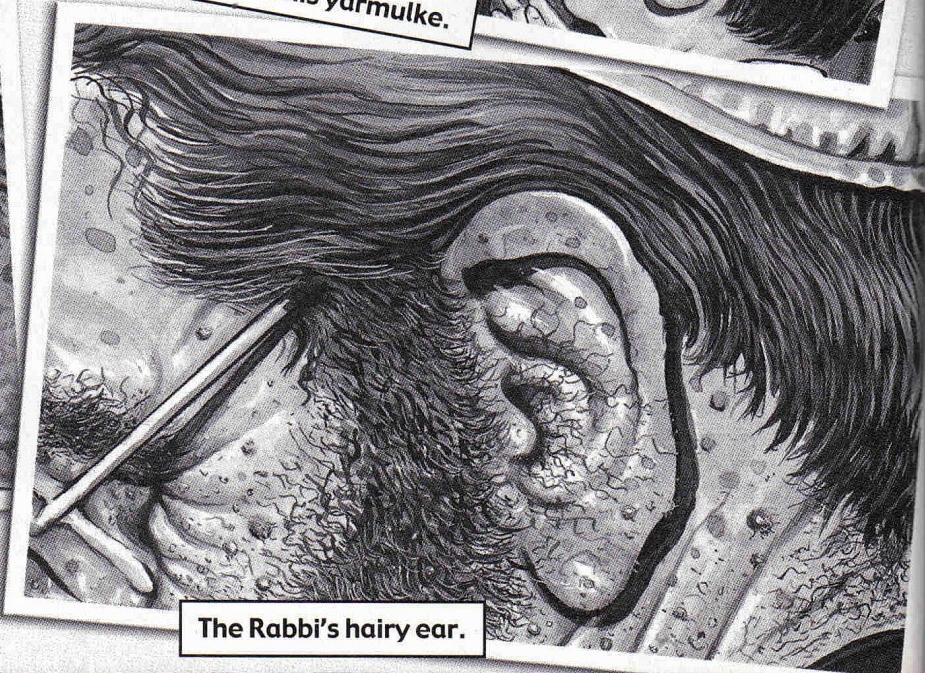
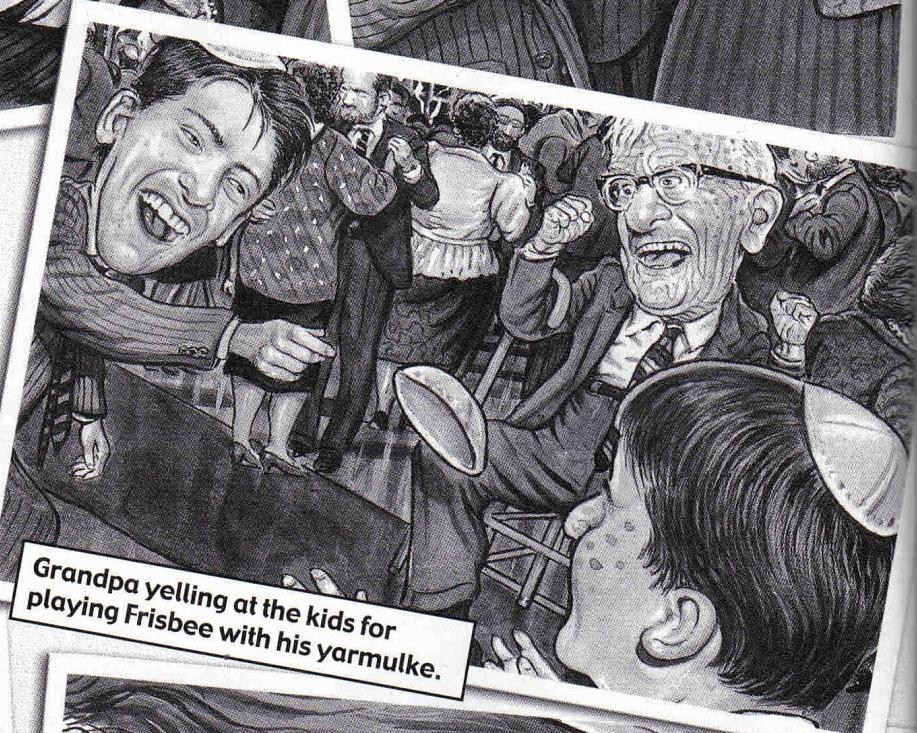


**DISPOSABLE CAMERA  
BAR MITZVAH PHOTOS  
THAT DIDN'T MAKE THE ALBUM**

The Bar Mitzvah boy arguing with his parents over why some of his gift money can't go towards an Xbox.



Fifteen people who should have stayed in their seats, doing the Chicken Dance, from behind.



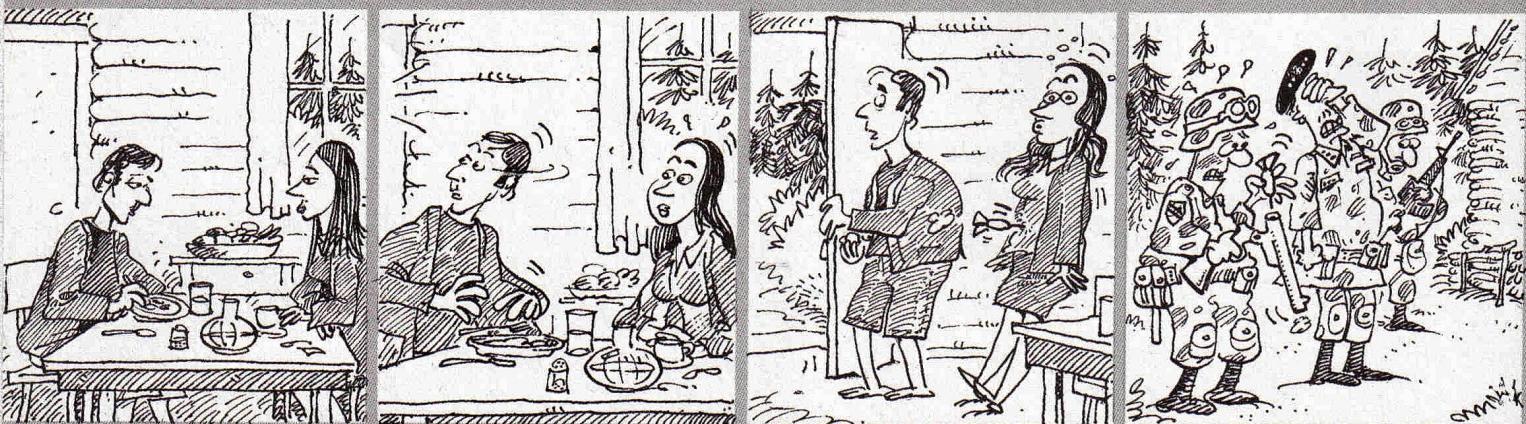
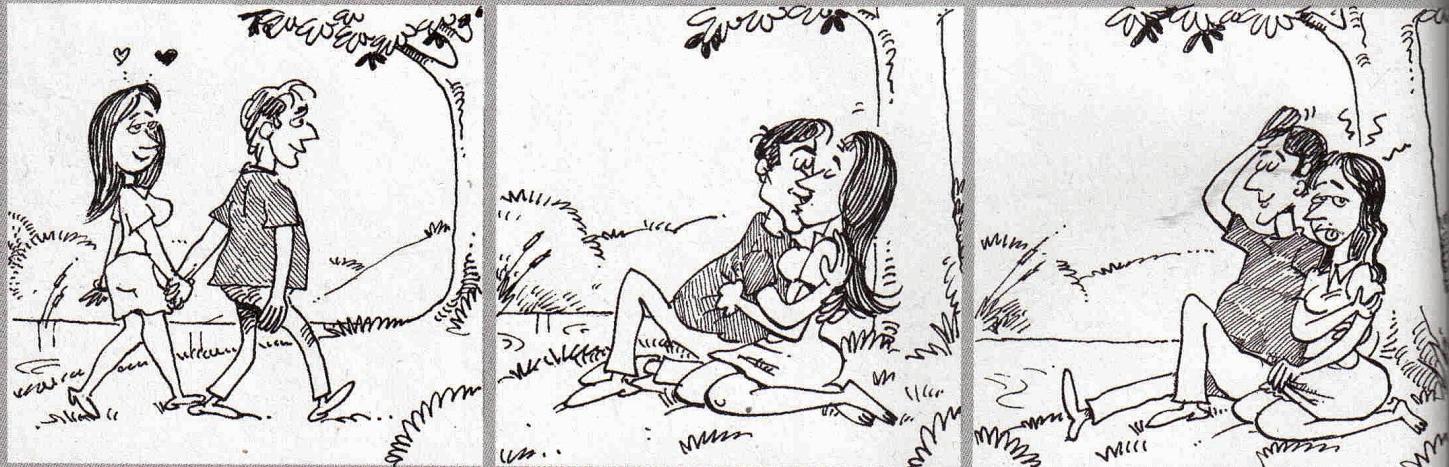
The Rabbi's hairy ear.



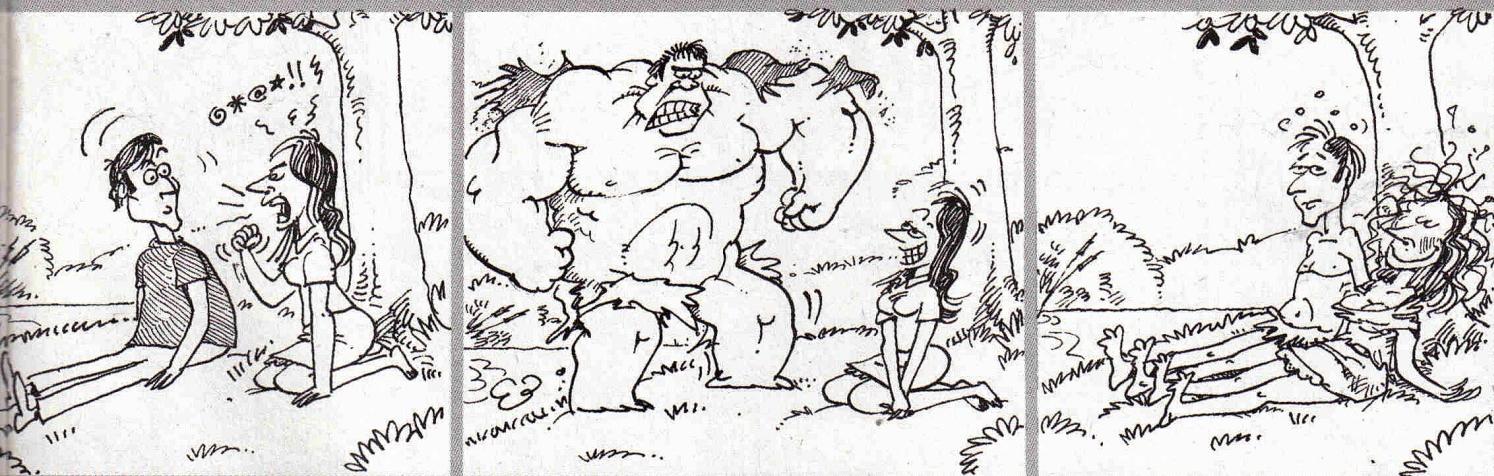
SERGE-IN GENERAL DEPT.

SERGIO ARAGON'S  
PRESENTS

# A MAD LOOK

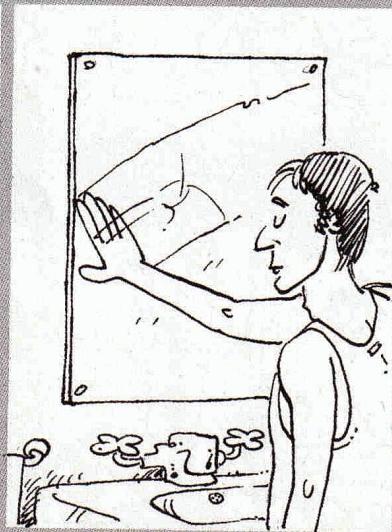
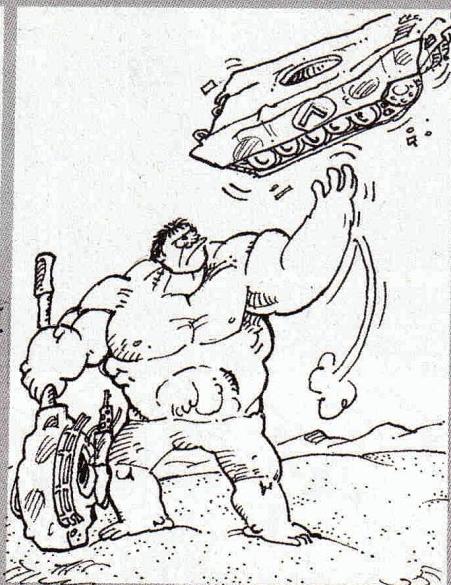


# AT HULK



ARTIST AND WRITER: SERGIO ARAGONES





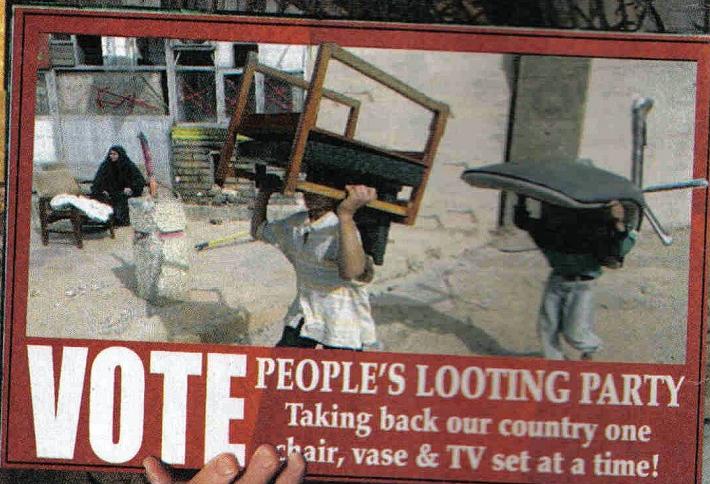
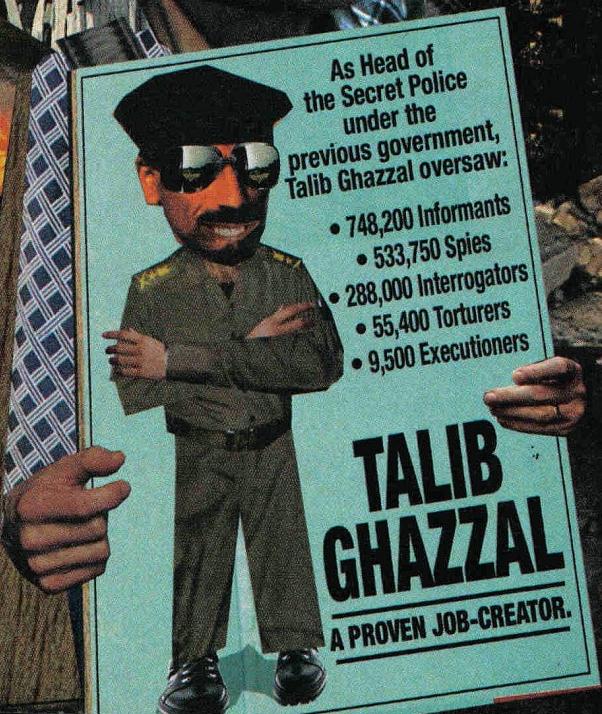
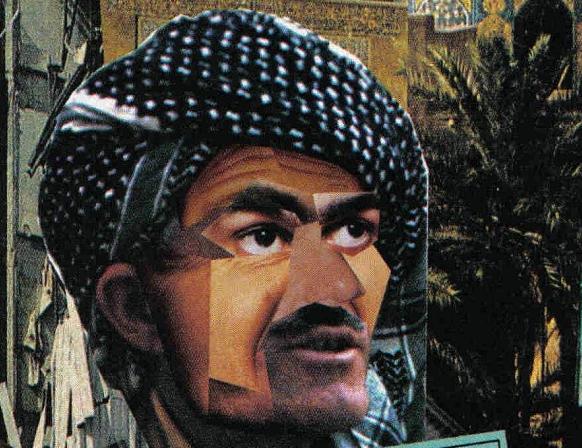
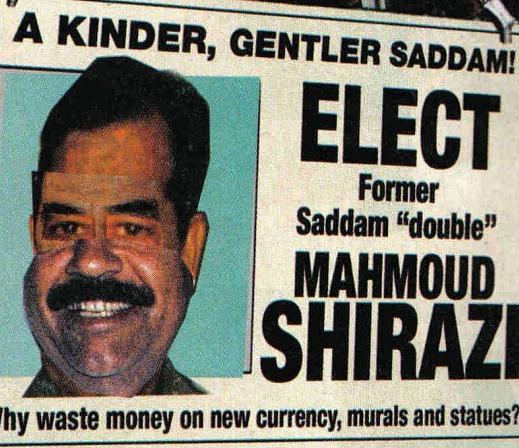
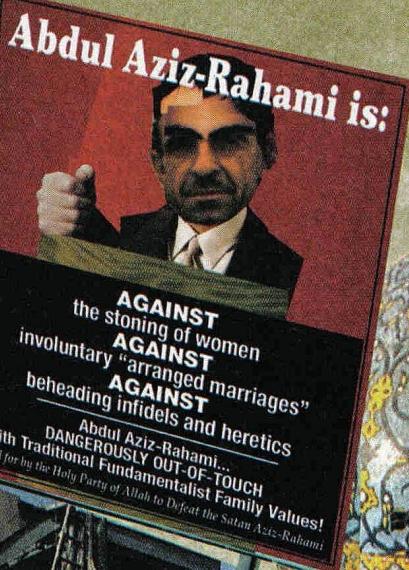
Hagberg 5-03



WEAPONS OF MASS ELECTION DEPT.

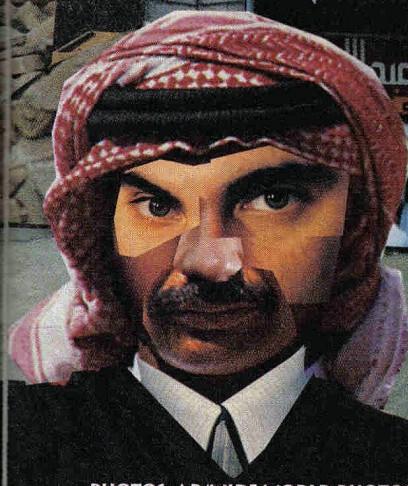
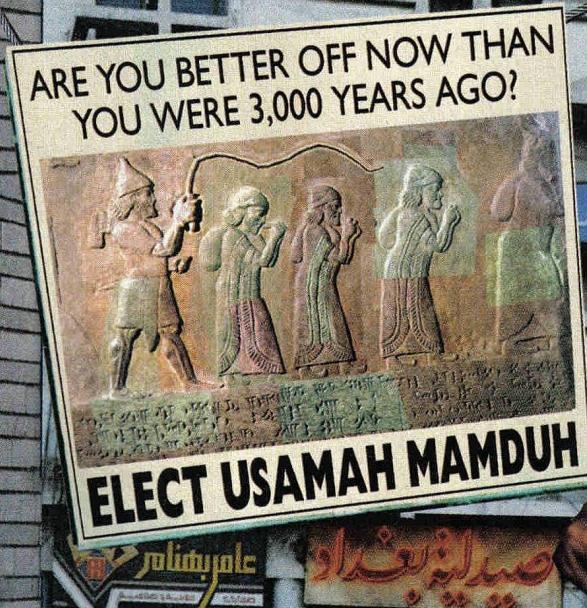
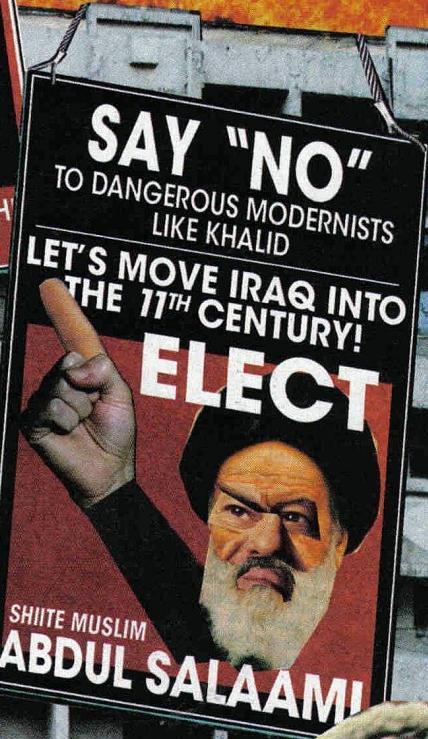
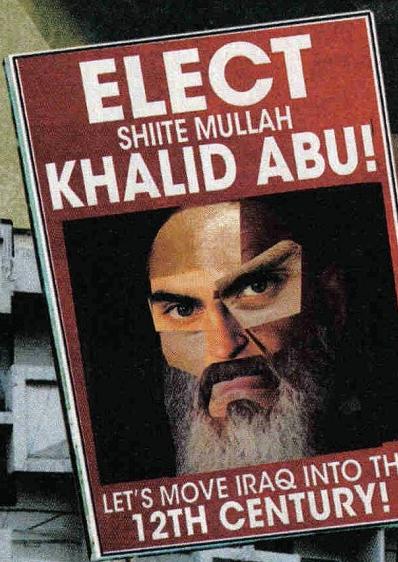
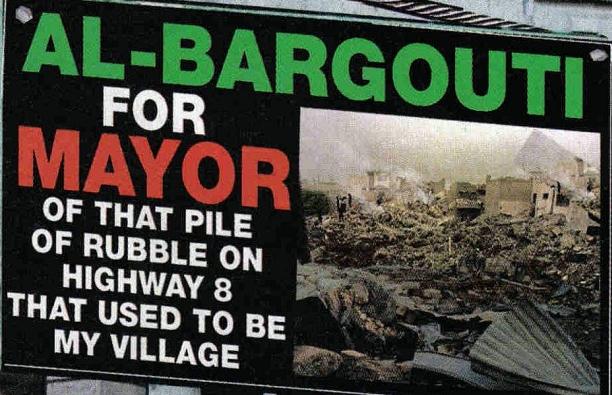
Now that U.S. (and British) forces have "liberated" Iraq, the only thing left to do (besides getting rid of 12,000 torn-down Saddam statues, avoiding being sucked into a "quagmire"...and, oh yeah, finding all those weapons of mass destruction) is

# WHEN "AMERICAN-STYLE" CATCHES ON



for us to show Iraqis how to set up their own government. Any form of government they like — as long as it's just like ours! And the most essential thing we can teach them about our lofty and high-minded Democracy is how dirty, superficial and negative our elections are! In fact, we'll know for sure that they're on the right track...

# POLITICAL CAMPAIGNING IN IRAQ



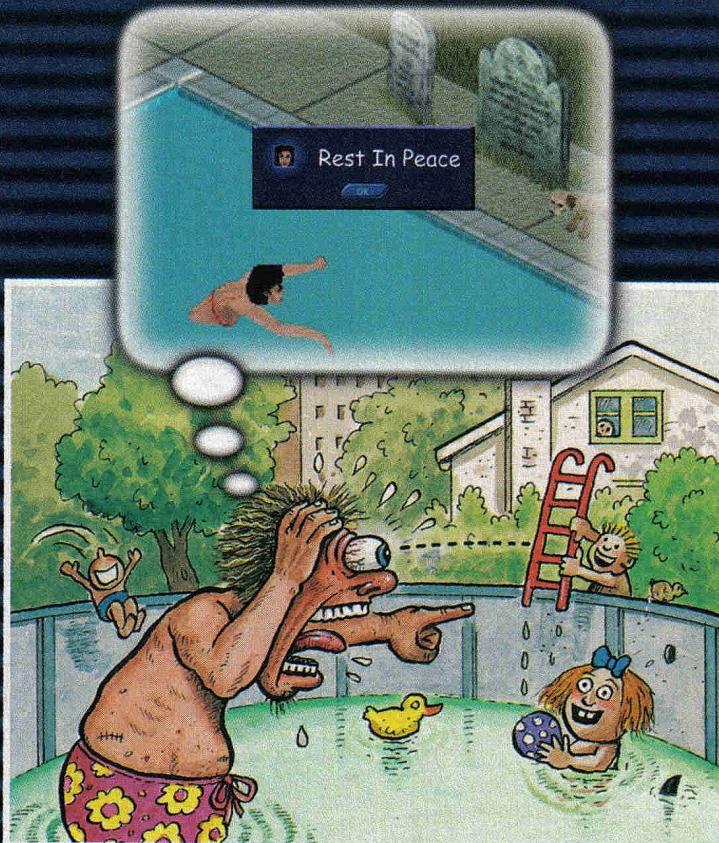


## CHEAT CODES OF CONDUCT DEPT.

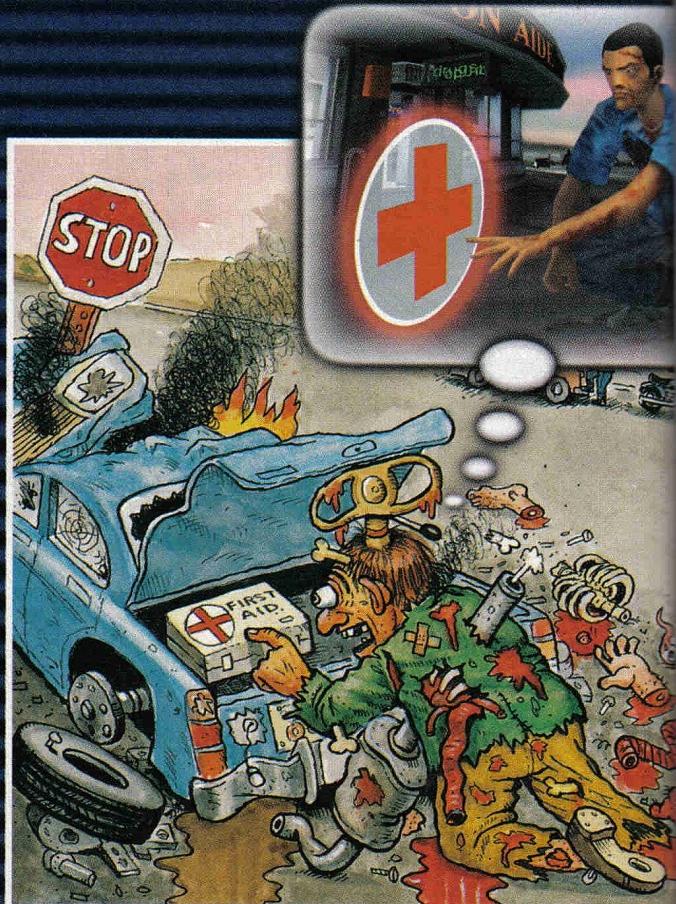
Hey, gameboy, it's time for you to put down your memory cards, cheat codes and oversized Xbox controllers! Yep, as painful as it is, it's time to make at least a half-hearted attempt to have an *actual* experience in the *actual* world, you know, the one outside your television screen! What's that, you say? You've been gaming so long you don't remember how to function out there? Well, fear not, you indolent dweeb! It's for your benefit that we provide...

THE

# TO FUNCTIONING IN



Should you find yourself in a swimming pool when the ladder is removed, relax. It doesn't point to a plot by someone to kill you.

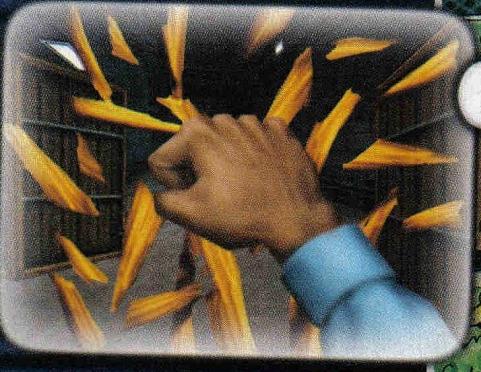


If you are seriously injured, seek medical attention from a health care professional. Merely touching a first aid kit with a big red cross on it will not be sufficient.

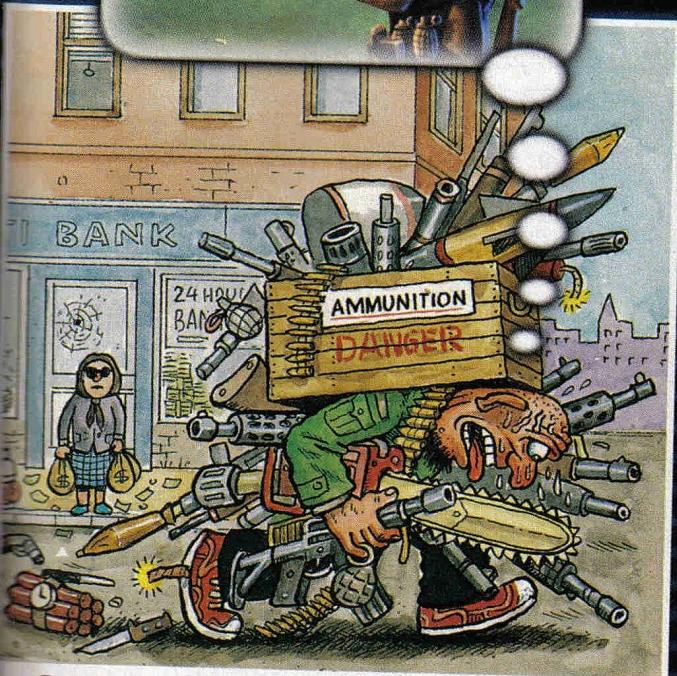


Curling into a ball and rolling away to escape danger is considered cowardly, as well as highly ineffective.

# GAMER'S GUIDE THE REAL WORLD



Smashing open sealed crates is much more difficult than you think. It often requires more than a single blow to completely shatter the wood.



Carrying a revolver, shotgun, Luger pistol, sniper rifle and anti-aircraft rocket launcher at the same time is virtually impossible. And even if you could, it would result in an unbearably painful hernia.



Do not attempt to rid yourself of hostile enemies by leaping onto their heads. There is a good chance you cannot jump this high.

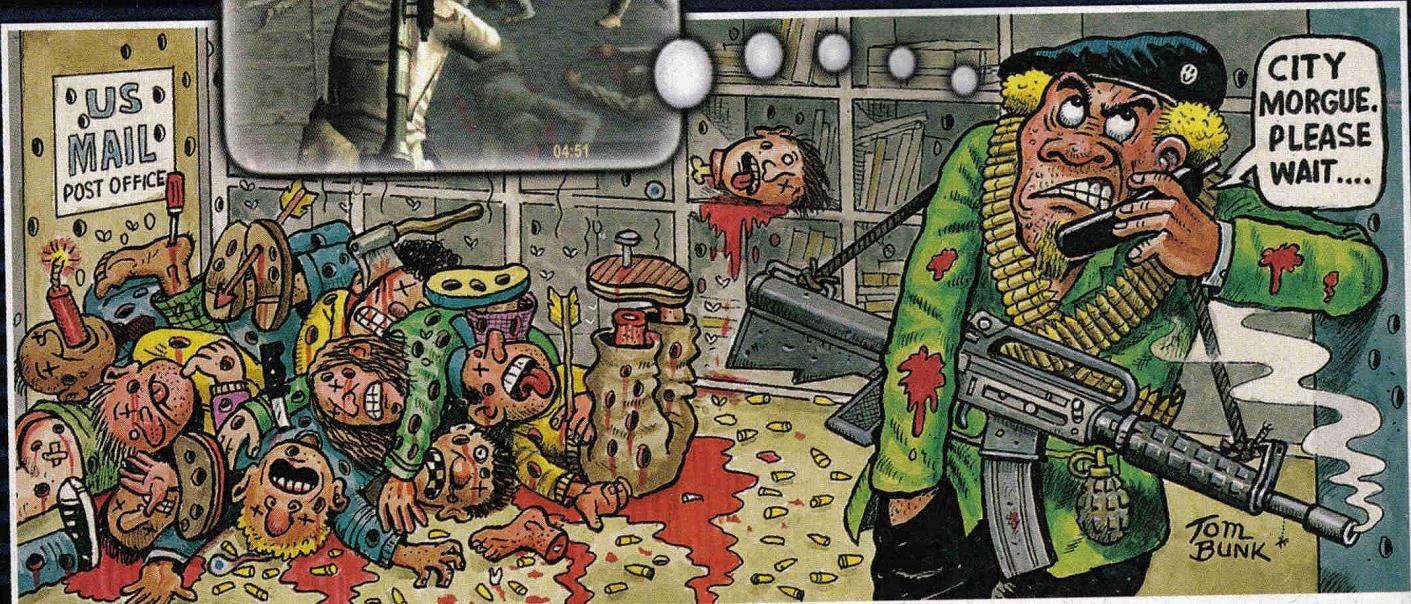
# THE GAMER'S GUIDE TO FUNCTIONING IN THE REAL WORLD



Real boomerangs are almost impossible to throw. They must be thrown a certain way, and even then, they rarely work right. Real boomerangs suck.



Picking up items wherever you find them is often a useful strategy in role-playing adventure games, but in reality this behavior is known as kleptomania.

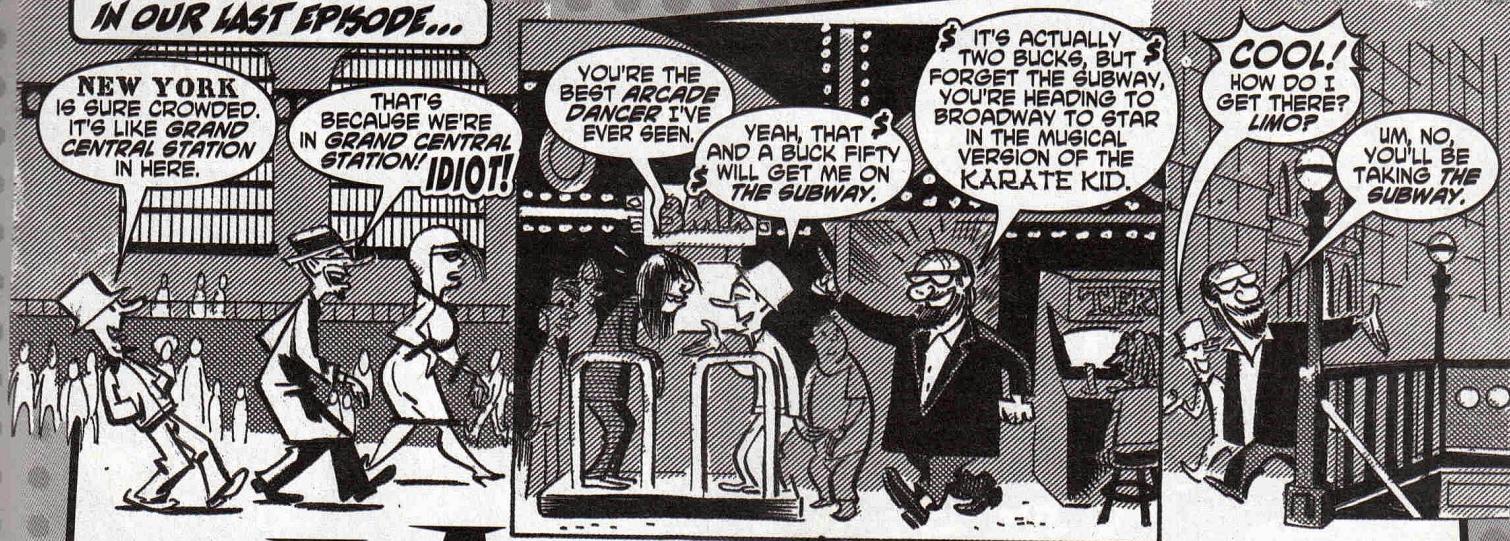


Your enemies in actual combat will not spontaneously combust or fade away once you kill them.  
To get rid of the bodies you will have to call the morgue.



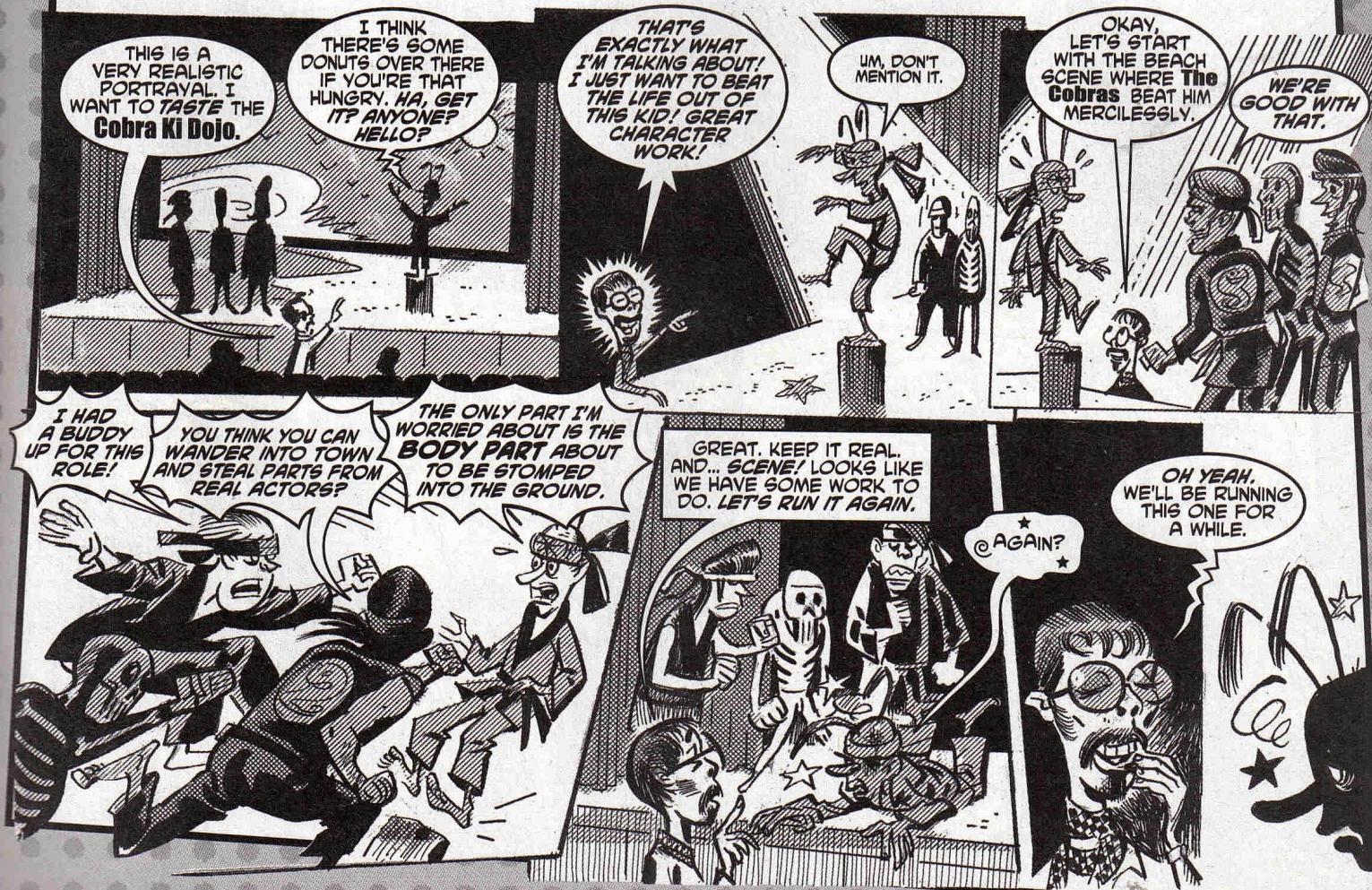
ANGSTER'S PARADISE DEPT.

**IN OUR LAST EPISODE...**



They say for every light on Broadway, there's a broken heart. And a broken arm. And a ruptured spleen. It's...

# Monroe and... THE BIG APPLE PART THREE



# Monrose





# Monroe



# Cents-Less Coupons

Your money-saving circular



"Finally...  
A bubble gum  
for my dog!"

## DOG-BLO

Flavored  
Bubble Gum  
For Dogs

Six Fun Flavors  
to Choose  
From!

- Rawhide
- Table Scraps
- Antifreeze
- Rotted Meat
- Spearmint Poinsettia
- Expensive Leather Shoe



MANUFACTURER'S COUPON  
EXPIRES NOON, TUESDAY

**Save 10¢**  
on a single pack of  
**Dog-Blo**  
**Bubble Gum for Dogs**

TO DEALER: Dog-Blo Industries will reimburse you the face value of coupon plus 8¢ handling provided you and the customer have complied with terms of offer. Whoa, 8¢! Don't spend it all in one place! The postage it'll cost you to send it in will be more than you get back! Looks like you're not going to Hawaii this year either, are ya, pal? What are you gonna tell your wife? She's certainly not gonna put up with this crap much longer. Yeah, a college degree and the money that comes with it sounds pretty good right about now, doesn't it, Grocer-Boy?

WRITER: SCOTT MAIKO

PHOTOGRAPHER: IRVING SCHILD

ARTIST: SCOTT BRICHER

Recommended  
By Squirrels Nationwide  
(Especially That Big, Fat  
Sassy One In The Tree  
Next Door!)



Somedays you just don't have  
time to shoot, fetch and skin  
a mess of squirrels for vittles.

MANUFACTURER'S COUPON  
EXPIRES APRIL 30, 1971

# Save 75¢

When you purchase  
**ONE 6 ounce package**  
of Inbred Valley SKWIRL™  
Imitation Squirrel Meat



Consumer: Lose weight now, ask me how! I lost 40 pounds in 2 months! You can too! No dieting, exercise, etc. Call 800-555-5728 for details. 24 hr. recorded message.

**SKWIRL™**



And who can afford fresh  
squirrel at supermarket prices?  
Inbred Valley to the rescue!

**SKWIRL™** Imitation Squirrel Meat tastes  
just like the real thing. Affordable, too!  
And we reckon that furry little guy  
in the oak tree just might thank you.

## Qwik & Easy Skwirl™-Loaf

1 package (6 oz.)  
SKWIRL™ Imitation Squirrel Meat  
1 cup catsup  
2 handfuls bread, mooshed-up\*

1. Dump all 'gredients in a pot.
2. Scrunch into a loafy shape.
3. Put in oven.
4. Bake until cooked.

Serves 2 to 14 pendin' on  
how many mouths need feedin'.

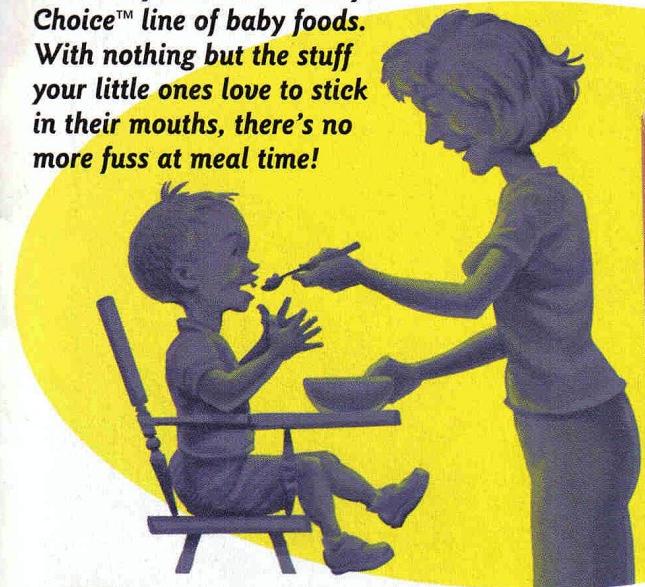


\*sawdust may  
be substituted

Inbred Valley

# What Baby wants is what Baby gets...

with Baby Blue's new Baby's Choice™ line of baby foods. With nothing but the stuff your little ones love to stick in their mouths, there's no more fuss at meal time!



MANUFACTURER'S COUPON•EXPIRES BEFORE YOU USE IT

**SAVE  
50¢**



**on any three (3) jars of  
Baby's Choice™ meals**

RETAILER: Baby Blue Foods will redeem for face value plus 8¢ provided customer has cut coupon out along dotted lines and not merely torn coupon from page. Coupons not cut carefully, or coupons cut carefully on three sides but with fourth side uncut and 1/4" margin remaining between dotted line and original edge of page may be refused. This is laziness. There's four edges of dotted lines around the coupon for a reason. Use them. All coupons should have sharp, tight corners, within three degrees of a right angle, preferably cut with an X-acto knife against a metal straight edge. Send this coupon to: Baby Blue Foods, a division of The Anal-Retentive Corp., P.O. Box 2442, Wonkey Eye, FL 34292



Dustballs  
and Gravy  
(An Excellent  
Source of Cat Hair)



Snapped  
Crayons in  
Chicken  
Broth



Legos in  
Tomato  
Sauce



Monopoly  
Tokens &  
Noodles

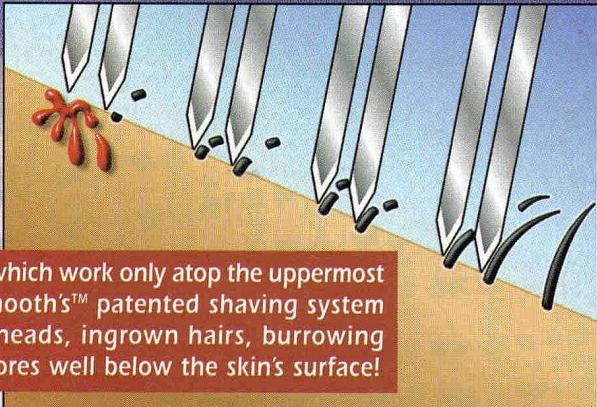


Shoelaces  
'n' Rice

**Finally!** The technology of golf course gang-mowers is now at your fingertips!

Shaving's a breeze with **Niktzit's new**  
**OCTOSMOOTH™ SHAVING SYSTEM**

You'd have to put your face in the meat slicer at your local delicatessen for a quicker, more accurate shave!



Unlike traditional razors which work only atop the uppermost epidermal layer, Octosmooth's™ patented shaving system removes stubble, blackheads, ingrown hairs, burrowing mites and monkeypox sores well below the skin's surface!

**SAVE \$2.00**

**OCTOSMOOTH™  
SHAVING  
SYSTEM**

on your purchase of the Octosmooth Shaving System or a 72-pack of refill blades.

CONSUMER: how r u?

RETAILER: ok

CONSUMER: age/location?

RETAILER: 17 phoneix

CONSUMER: m or f?

RETAILER: i mean phoenix

CONSUMER: m or f???

RETAILER: m. u?

CONSUMER: kewl. f. i'm 15. do you like incubus?

RETAILER: they're ok

CONSUMER: they rule!!! what do u do 4 fun in phoenix?

RETAILER: not much. i'm in a band.

CONSUMER: kewl!!! do u have a website?

RETAILER: not yet. were workign on it

CONSUMER: trade pics?

RETAILER: ok u send first

CONSUMER: sent.

RETAILER: do you have any pics with your top off?

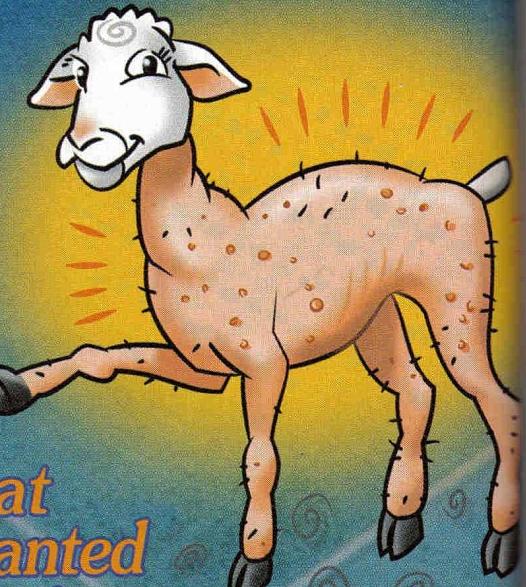
RETAILER: hello?

Sheer  
Comfort.

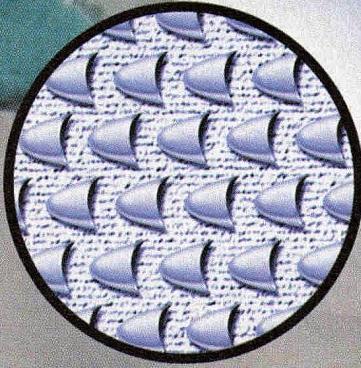
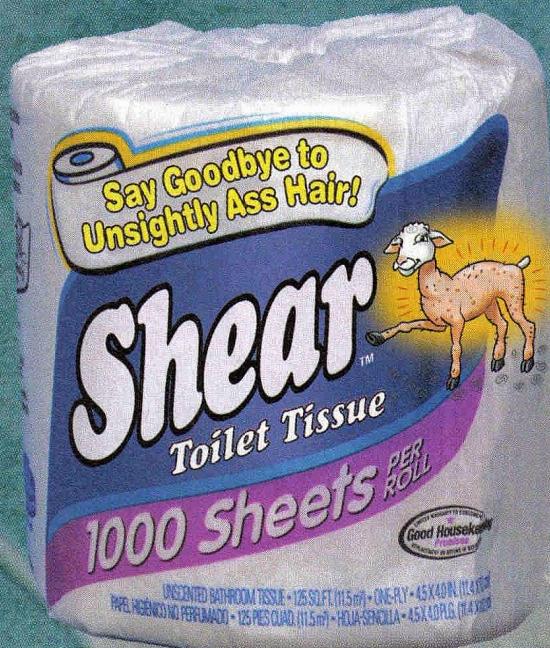
Sheer  
Cleanliness.

Sheer  
Smoothness.

# shear™ Toilet Tissue!



The tissue that  
removes unwanted  
hair as you wipe!



- Powerful chemical depilatory starts to soften and dissolve hair instantly!
- Unique microscopic "cheese grater" surface grabs hair and pulls it out by the roots!

Just wipe in a firm downward motion...



...and discard!



MFR COUPON  
HURRY! EXPIRES SOON (AND SO DO YOU!)

**Save 25¢**  
on a 4-pack of  
**Shear™ Depilatory Toilet Tissue**

CONSUMER (March 21 – April 19) Discuss cash flow with another who understands your long-term desires: Sagittarius involved, or possibly woman with free cheese samples on frilly toothpicks. Clear sailing ahead, but don't let that happy-go-lucky attitude blind you to that tomato sauce display. Tonight: steal some grapes.

RETAILER (October 23 – November 21) Don't allow a two-bit setback to slow you down — you'll make it up shortchanging someone else. Maintain aura of intrigue: use mirrored-glass window in doors of meat department to secretly check out hot soccer mom buying Otter Pops.

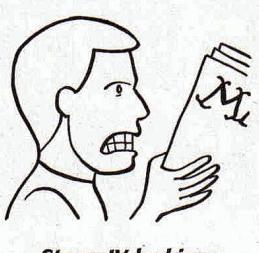


# SAFETY INSTRUCTIONS FOR READING MAD MAGAZINE

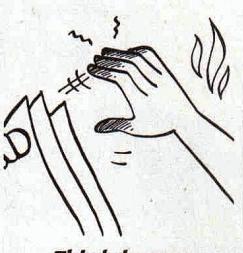
There are known risks of serious physical injuries and countless reported deaths from improper reading habits associated with MAD magazine. Clinical and field studies indicate that long periods of reading may result in the following disorders:



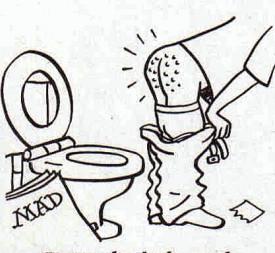
**Grotesquely enlarged eyeballs**



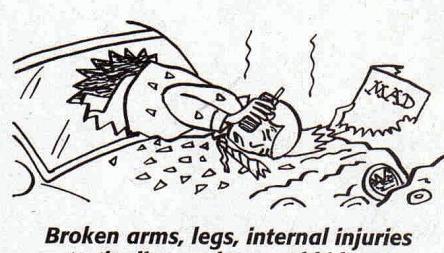
**Stage IV lockjaw**  
(Primarily affects those who silently pronounce each word as they read.)



**Third degree finger friction burns**  
(Primarily affects speed readers.)



**Buttocks itch, rash and temporary paralysis**  
(Primarily affects "toilet bowl" readers.)



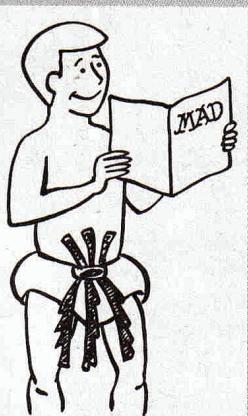
**Broken arms, legs, internal injuries to the liver, spleen and kidneys sometimes resulting in gruesome death**  
(Primarily affects those who read while driving and speaking on a cell phone.)

## PROPER CLOTHING FOR GOOD READING



**WRONG!**

Tight, restrictive clothing will not enhance the reading experience, and will make it difficult, if not impossible, to turn pages.



**RIGHT!**

Clothes should fit loosely and allow ample room for movement of the arms to turn pages.

**(WARNING! Even clothes that fit loosely, if they're from The Gap, should be avoided. They're shoddily made and tend not to launder well.)**

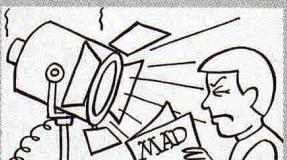
## PROPER LIGHTING FOR GOOD READING

The importance of proper light cannot be overstated. Well, actually, that's an overstatement. Forget it.



**WRONG!**

Complete darkness is generally not conducive to reading.



**STILL WRONG!**

Excessive lighting is generally not conducive to reading.



**WRONG AGAIN!**

Natural light is dangerous. Avoid it at all costs.



**RIGHT!**

Proper reading requires nine carefully configured, full spectrum 50-watt bulbs housed in hyper-conductive, professional-grade, flexi-grip® fixtures precisely mounted (note: use only titanium-reinforced, glare-reduction brackets) at an angle of 60.4 degrees in relation to the reading material. This simple lighting system can be easily installed by a licensed electrician for as little as \$1,264.

## PROTECTION DURING LIGHTNING STORMS



**WRONG!**

During a lightning storm, reading your copy of MAD is slightly less safe than taking an outdoor bath in a metal tub. Remember, the three often overlooked metallic staples that hold each issue together serve as a veritable lightning rod.



**RIGHT!**

To insure your safety while reading MAD during a lightning storm, follow these simple instructions:

- 1) With a backhoe, dig a 4' x 6' x 4' "safety trench."
- 2) Run wire (12 gauge or less) from each of the staples in your magazine to a car fender, manhole cover or other staple.
- 3) Put on mud boots, lower yourself into trench, enjoy reading!



## PROPER MAINTENANCE OF AN ISSUE

If an issue of MAD is not read for a long time, the pages may become brittle and yellow. Both conditions could pose a health hazard from dust and mildew!

Between readings, the issue should be tightly wrapped in an air-tight plastic bag and refrigerated. If you do not plan on reading the issue again for more than two weeks, it should be kept frozen.

**ARTIST: DAVID MANAK**

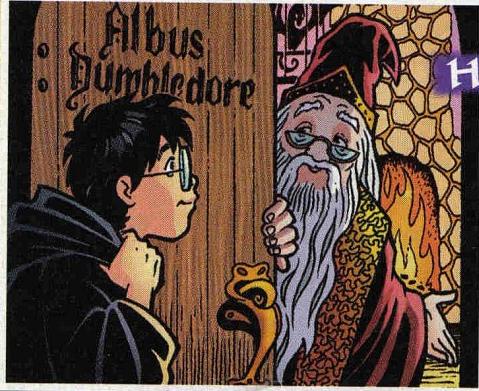
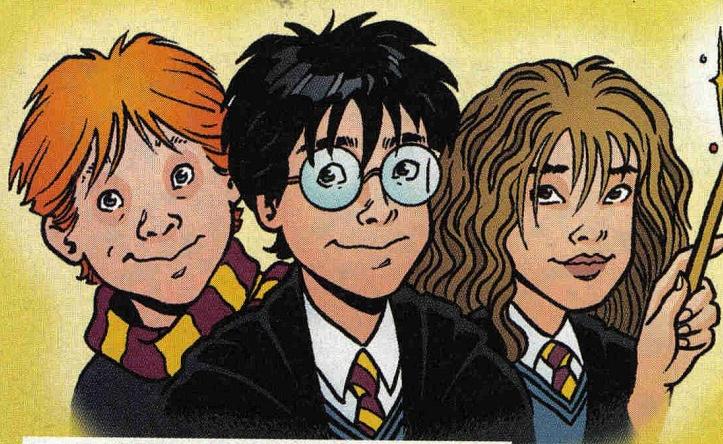
**WRITER: DICK DEBARTOLO**

**REMEMBER: READING HUMOR PROPERLY IS NO LAUGHING MATTER!**



## A CLASSROOM WITH A VIEW DEPT.

With flying cars, wand battles, amazing spells and countless other fantastic creations, the *Harry Potter* books are filled with breathtaking bits of magic. Yet, none of these things compare to the most amazing example



### HOGWARTS

Year after year, Harry Potter is looked after by wise old Dumbledore.



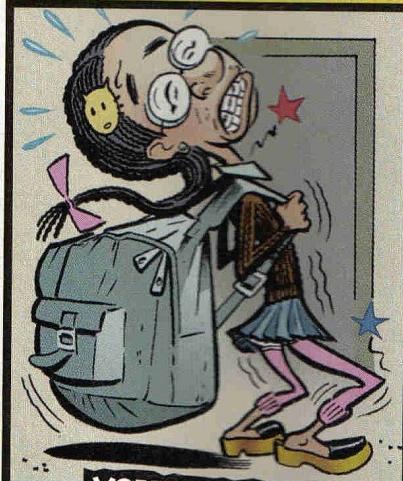
### YOUR SCHOOL

Good luck finding any teacher who gives a crap whether you live or die.



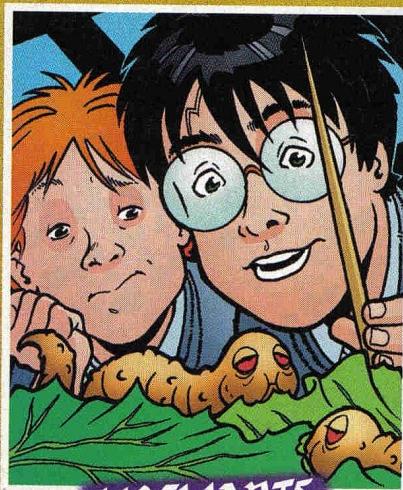
### HOGWARTS

Students are taught how to use the Wingardium Leviosa spell to lift the heaviest objects.



### YOUR SCHOOL

Nothing can budge a 240-pound book bag.



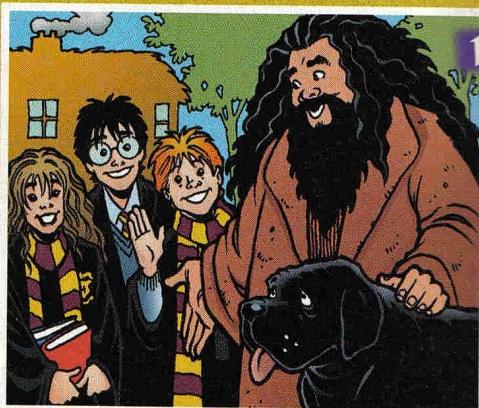
### HOGWARTS

In the Care of Magical Creatures class, the young wizards watch squirming flobberworms chomping down on lettuce.



### YOUR SCHOOL

You can see the same dynamic biological experiment any Friday, in the lunchroom's salad bin.



### HOGWARTS

Hogwarts dropout Hagrid never officially finished his studies, but is still a powerful and valued member of the staff.



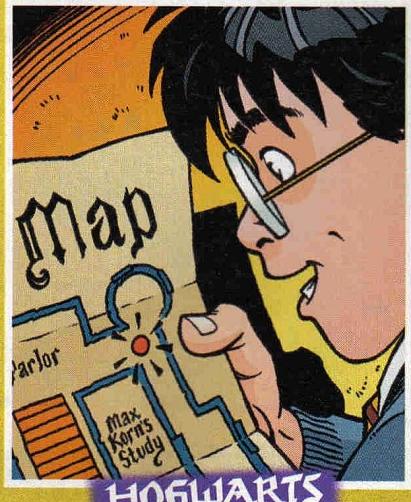
### YOUR SCHOOL

There's always that one burnout loser who hangs around the school parking lot, years after graduating.

# THE DIFFERENT HOGWARTS

of fantasy — the incredible school Harry gets to go to, rather than the institutional stink pit that 99% of his readers are forced to attend! So forget about potions and carrier owls for a minute and pay attention as MAD contrasts...

# DIFFERENCES BETWEEN HARRY POTTER AND YOUR SCHOOL



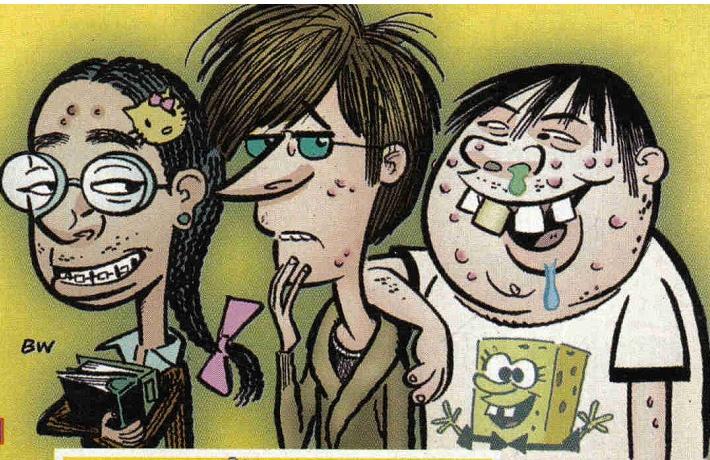
## HOGWARTS

When Harry sees a dot appear on his Marauder's Map, he knows it's just seconds until the person it represents arrives.



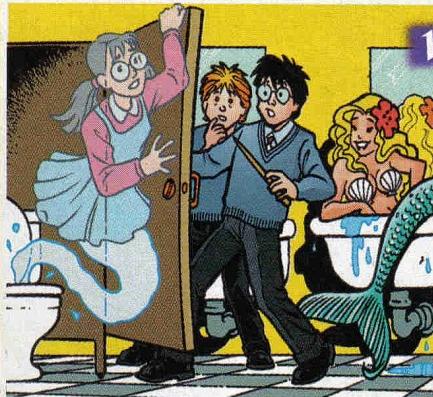
## YOUR SCHOOL

Seeing a blue dot appear means someone brand new will be arriving in seven months — and you'll also be missing half of 9th grade.



## HOGWARTS

A student who walks into the wrong bathroom may see a mermaid, secret passages or the ghost of Moaning Myrtle.



## YOUR SCHOOL

Take deep breaths in certain bathrooms and you might hallucinate many of the same things.



## HOGWARTS

Harry Potter's father and his friends had the ability to transform into wild animals.



## YOUR SCHOOL

Lots of dads have that ability, and show it off at school sporting events.

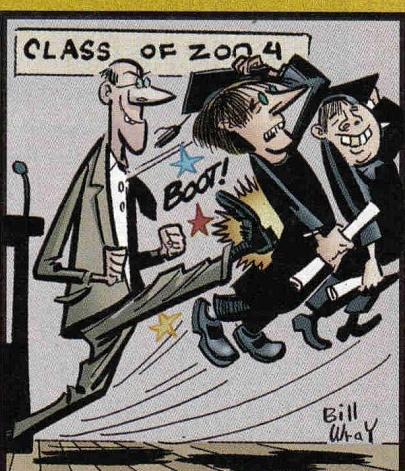


## HOGWARTS

When Harry Potter and Cedric Diggory each touch a handle of the Triwizard Cup, they're propelled through a dimensional vortex of wind and swirling color.



## CLASS OF 2004

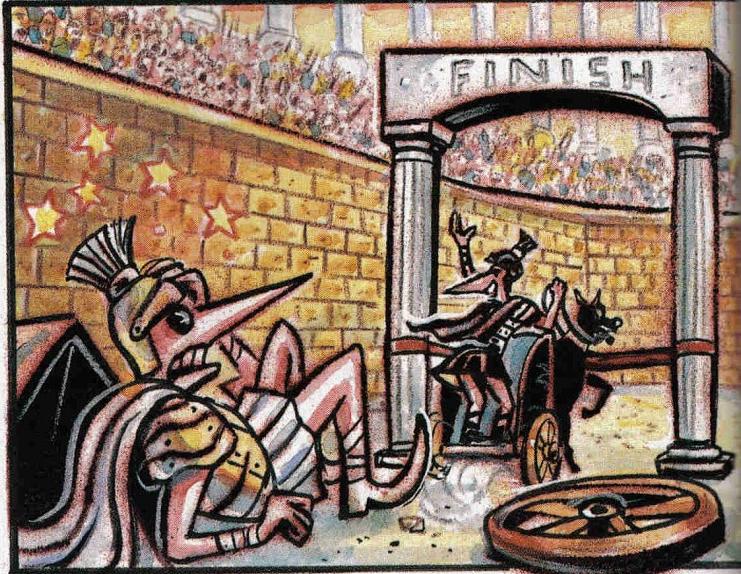
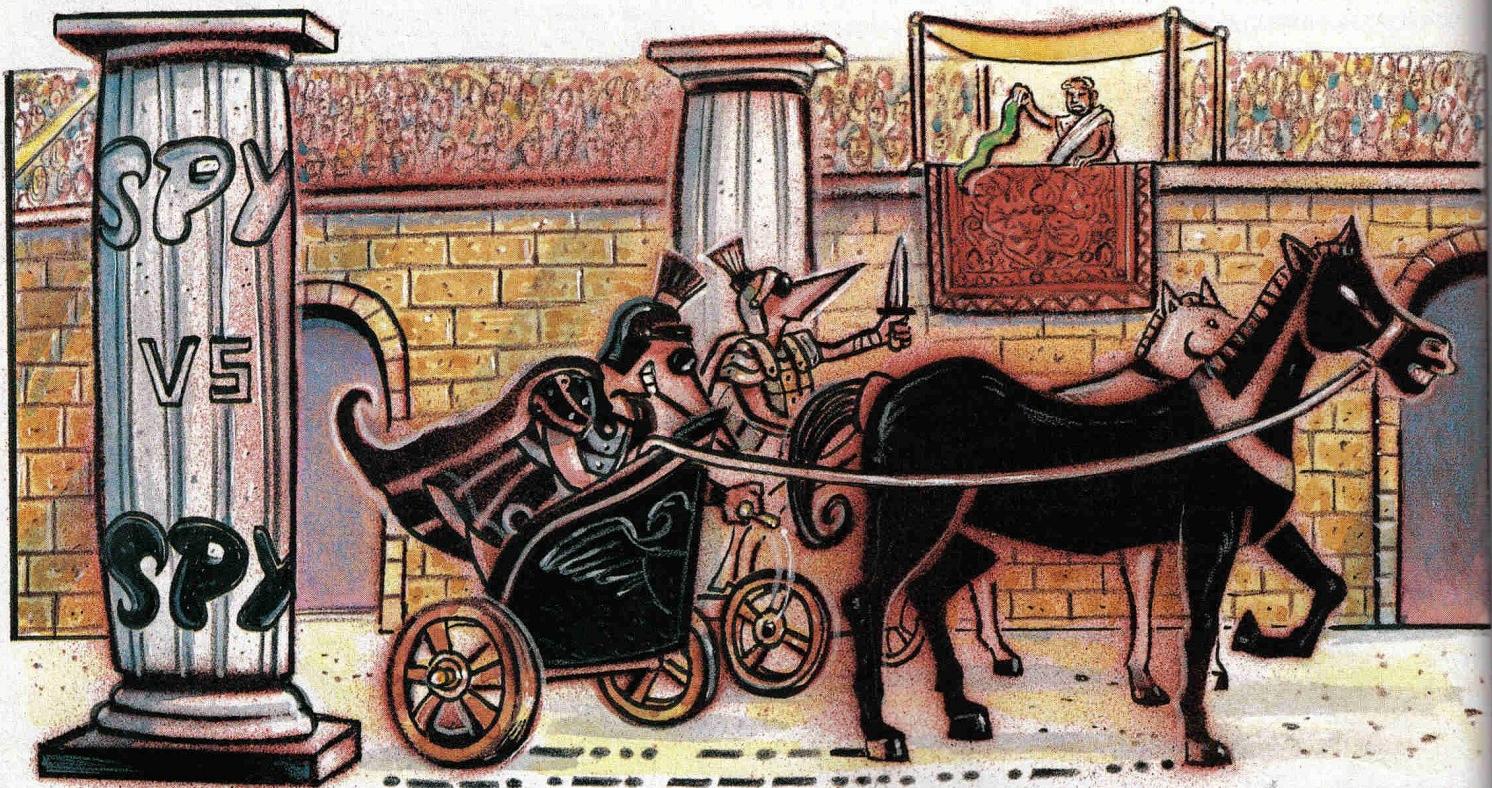


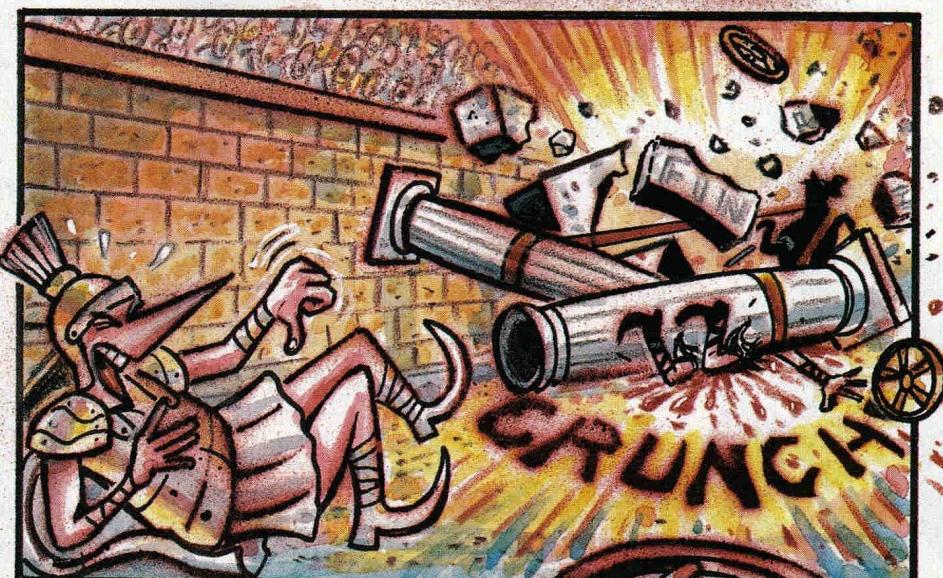
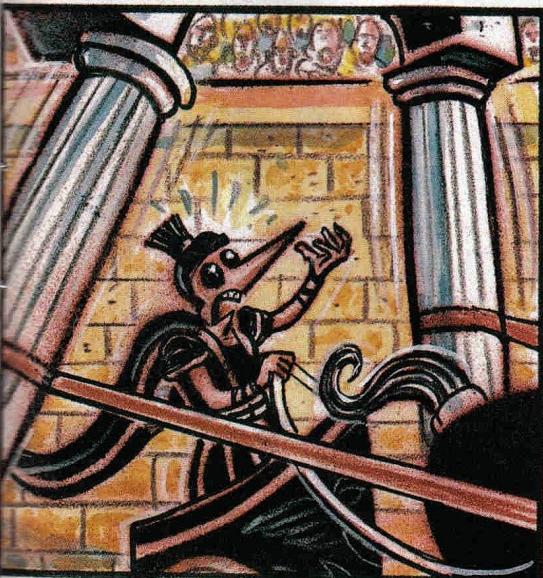
## YOUR SCHOOL

Kids are shuttled through at top speed, even if they don't acquire certain minor skills, such as being able to read.



JOKES AND DAGGERS DEPT.







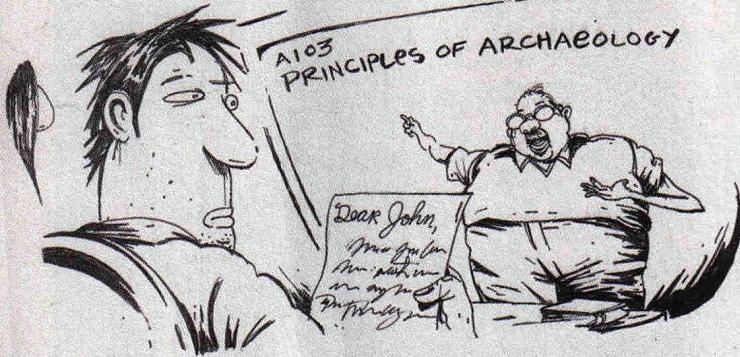
Fresh knowledge! New friends! A lax stance on underage drinking! College has it all (including a large sum of your parents' money)! But college also has a batch of scary new scenarios! You owe it to yourself – and your newly-impoverished parents – to make sure that you won't go through the next four years as an awkward, bumbling doofus (remember high school?). So, take out one of those overpriced school logo pens you got at the campus bookstore, and answer:

# HOW WELL WILL YOU DO

## A MAD QUIZ

### 1. When you start your Freshman year of college, the biggest surprise will be:

- a. Despite how cool you were, nobody is interested in stories about what you did in high school.
- b. Despite all of the T-shirts, there are NO co-ed naked sports teams.
- c. Despite what she said before you left, your high school sweetheart wasn't planning on being faithful either.
- d. Despite what you saw in *Raiders of the Lost Ark*, your Archaeology teacher is really dull.
- e. Despite what you saw on the WB, UPN and FOX, your high school friends won't be going to the same college as you.



### 2. When doing a reading assignment, what color highlighter should you use?

- a. Blue, because it's the easiest to read.
- b. Any color that won't bleed through the page.
- c. A different color for each class.
- d. Yellow for important passages, green for key terms.
- e. None. Just buy a used textbook that some student already highlighted last year.



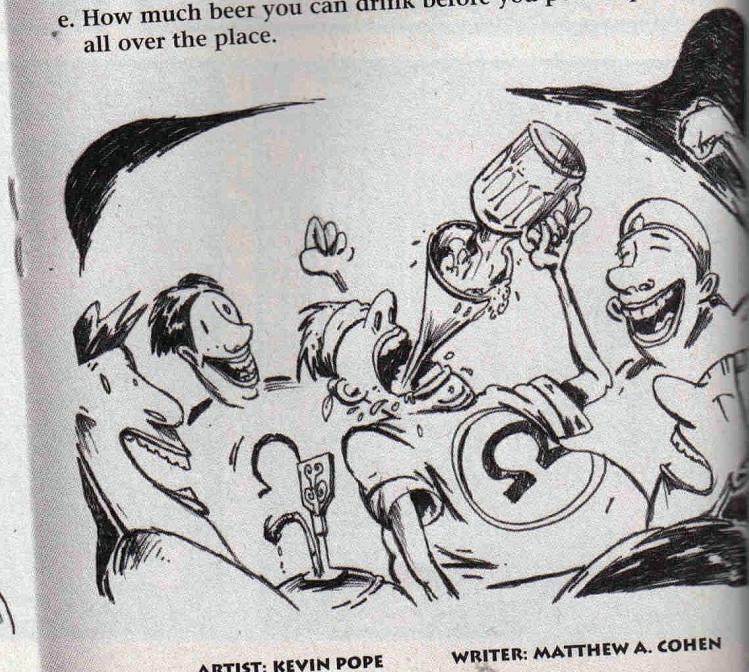
### 3. You only have \$15. Breakfast at the cafeteria costs \$3. Lunch costs \$5. Dinner costs \$7. You should:

- a. Eat breakfast, lunch and dinner for 1 day.
- b. Eat only dinner for 2 days.
- c. Eat only lunch for 3 days.
- d. Eat only breakfast for 5 days.
- e. Buy 60 packs of Ramen Noodles and eat all month.



### 4. Pledging a fraternity will teach you:

- a. How to tap a keg while blindfolded.
- b. How to funnel beer.
- c. How to survive "beerratory confinement."
- d. The value of responsibility, the importance of community involvement and the meaning of leadership.
- e. How much beer you can drink before you power-spew all over the place.

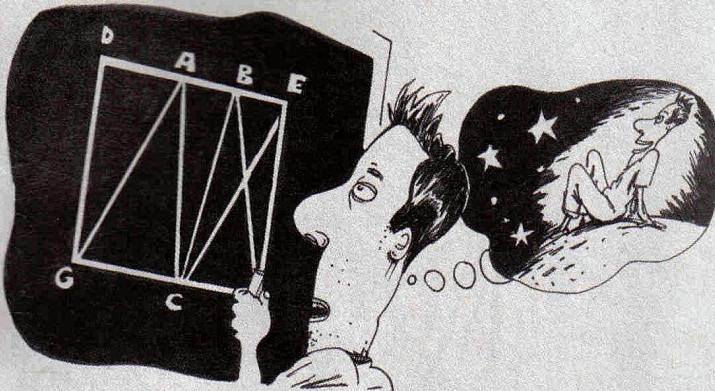




# FRESHMAN YEAR IN COLLEGE?

## 5. If you were determining the area of the polygon DEFG, you would have to:

- a. Determine the length of line segment AG.
- b. Determine the length of line segment EF.
- c. Measure the angle BCE.
- d. Ascertain whether DE is parallel to GF.
- e. Be dumb enough to have signed up for "Advanced Geometry" when you could have taken an easy class like "Fundamentals of Astronomy" for your Math/Science requirement instead.



## 6. It's 11:40 p.m. There's one slice of pizza left. You should:

- a. Eat it so it doesn't go to waste.
- b. Not eat it, because you don't want to gain "The Freshman 15."
- c. Sell it to your roommate for "a buck a slice."
- d. Not smoke any more pot tonight because one lousy slice isn't going to cure the munchies.
- e. Save it for breakfast because nothing tastes better at 8 a.m. than cold pizza and warm beer.



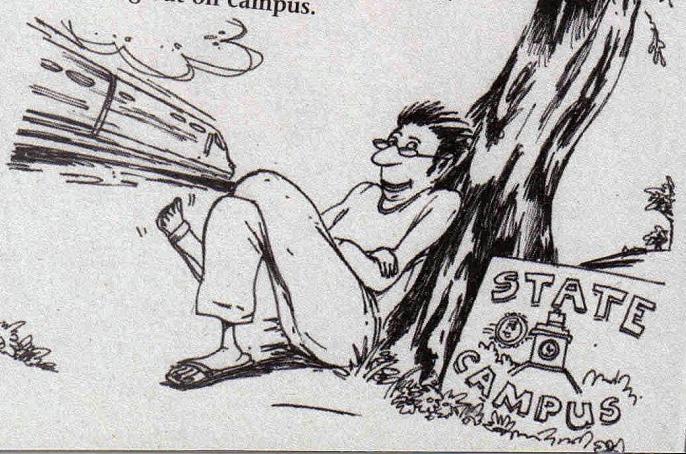
## 7. Empty beer cans should be:

- a. Recycled, because you're majoring in Environmental Studies.
- b. Returned for the deposit, because you're majoring in Economics.
- c. Turned into a "Beerramid," because you're majoring in Ancient Egyptian History.
- d. Turned into a bong, because you're majoring in Engineering.
- e. Crushed against your forehead, because, according to your coach, you're majoring in Philosophy.



## 8. It's Thanksgiving vacation. Two trains are going from school to your parents' house. Train A leaves at 1:30 p.m., traveling at an average speed of 50 miles per hour. Train B leaves an hour later, traveling at an average speed of 60 miles per hour. If the distance from home to school is 300 miles, which train should you take?

- a. Train A will get home first.
- b. Train B will get home first.
- c. Can't tell from the information given.
- d. Both trains will arrive home at the same time.
- e. Neither. Who wants to go back home? Just hang out on campus.



# HOW WELL WILL YOU DO FRESHMAN YEAR IN COLLEGE?

## A MAD QUIZ



**9. You need to do 2 loads of laundry. The washer and dryer cost \$1.50 each. You only have 12 quarters. You should:**

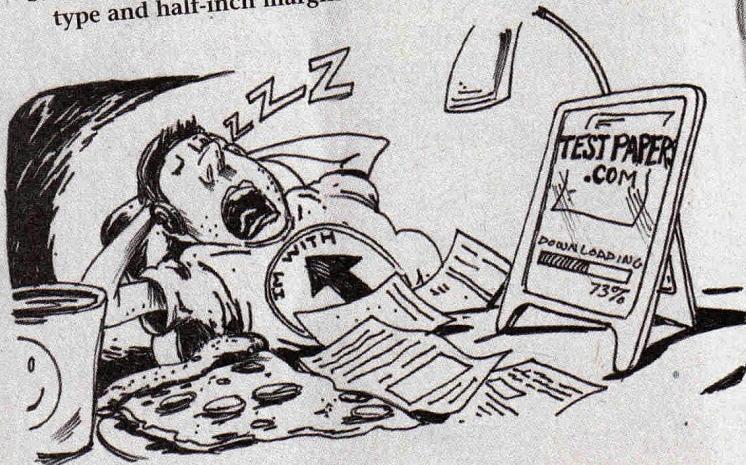
- a. Borrow \$3 from the R.A.
- b. Return 60 "empties" to the grocery store for the 5-cent deposit.
- c. Steal 12 quarters from your roommate.
- d. Stuff the darks and lights into the same machine.
- e. Screw it, and just wear your dirty underwear again.



**10. Quantities**

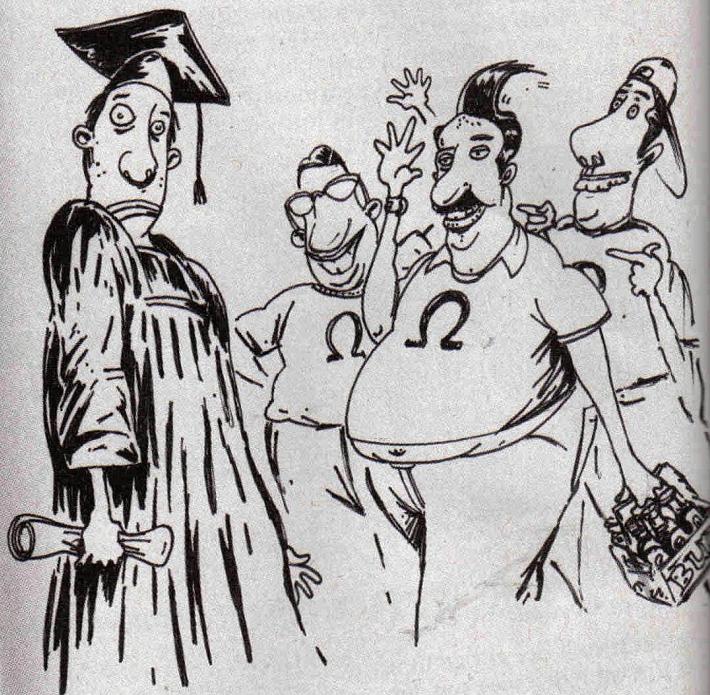
**Instructions:**  
**Select the amount that is greater**

- a. The number of calories in a slice of lukewarm pizza.
- b. The number of calories in a cup of lukewarm beer.
- a. The number of hours it takes to write a paper.
- b. The number of dollars-per-page it costs to buy a paper on the Internet.
- a. The number of pages a paper will be if you use 11-point type and one-inch margins.
- b. The number of pages a paper will be if you use 12-point type and half-inch margins.



**11. The most emotionally disturbing time of the school year is:**

- a. Orientation Week, because everybody feels homesick.
- b. Rush Week, because some students won't be invited to pledge.
- c. Exam Week, because some students may fail their classes.
- d. Graduation Day, because your friends are leaving school.
- e. Alumni Weekend, because you get a glimpse of what you'll be like in 15 years.



### SCORE EVALUATION

**0 to 6 Right:** You failed, but your professor will give you a "C" if you go to his office and tell him a sob story about being under a lot of pressure this semester.

**7 to 11 Right:** Your score was only average, but your professor will give you a "B" because he needs good student evaluations if he's ever going to make tenure.



Ever wonder  
why America's work week  
is getting longer and longer?  
Are you dumb enough to think  
it's because employees are  
working harder and harder?  
Then check out...

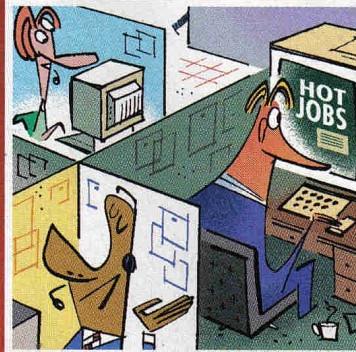
# AMERICA'S 60-HOUR WORK WEEK UP CLOSE



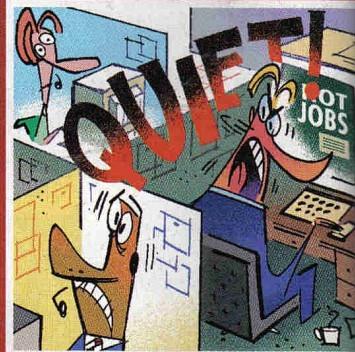
Time spent waiting in line at Starbucks  
because the coffee at work sucks:  
**1 hour, 37 minutes**



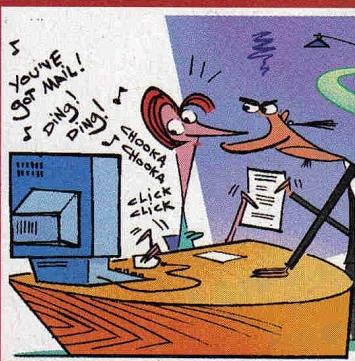
Time spent dealing with hostile  
co-workers who want to know why  
you ran off to Starbucks  
without first taking their order:  
**43 minutes**



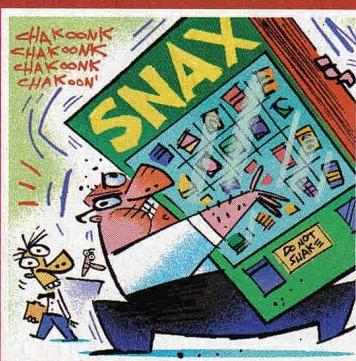
Time spent surfing the web  
for a better job:  
**4 hours, 3 minutes**



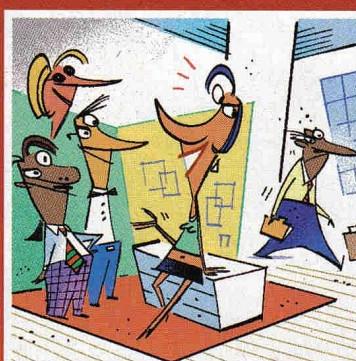
Time spent wondering when your cubicle  
neighbor will stop talking so loudly  
so you can actually focus on important  
business, like surfing the web:  
**1 hour, 12 minutes**



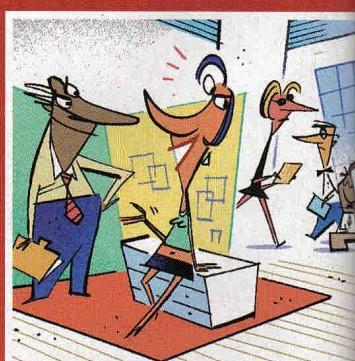
Time spent "Instant Messaging"  
your friends and pretending as  
though you're actually working:  
**9 hours, 29 minutes**



Time spent shaking vending machine so  
"trapped" nacho chips will fall down:  
**13 minutes**



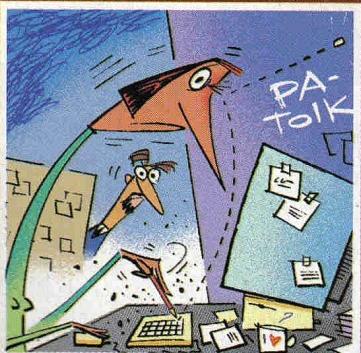
Time spent with co-workers complain-  
ing about how useless your boss is:  
**1 hour, 30 minutes**



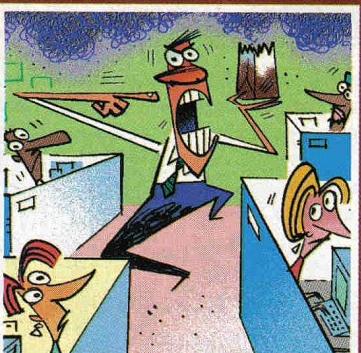
Time spent with boss complaining about  
how useless your co-workers are:  
**1 hour, 30 minutes**



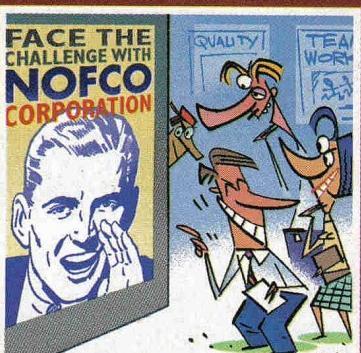
Time spent hovering around printer waiting to pick up copies of your résumé before your boss sees them:  
**47 minutes**



Time spent trying unsuccessfully to remove popcorn kernels, Tic Tacs and uneaten food crumbs from your keyboard:  
**3 hours, 6 minutes**



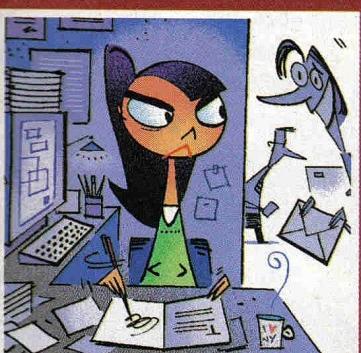
Time spent trying to figure out who to chew out for making the whole office stink of burnt microwave popcorn:  
**45 minutes**



Time spent laughing with co-workers over the stupidity of the inspirational posters hanging in the hallways:  
**1 hour, 31 minutes**



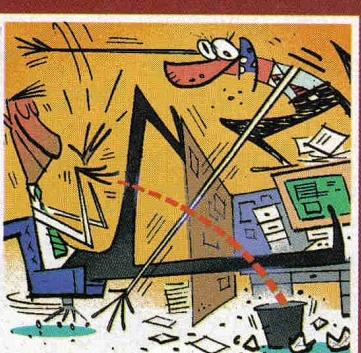
Time spent apologizing to your "administrative assistant" after accidentally referring to her as a "secretary":  
**1 hour, 3 minutes**



Time spent applying your name to birthday cards for people in the office you don't even talk to:  
**16 minutes**



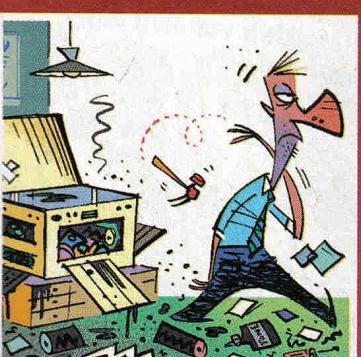
Time spent tearing your hair out trying to translate the latest company memo, stuffed with senseless acronyms like "OGSM" and "SNOG":  
**1 hour, 10 minutes**



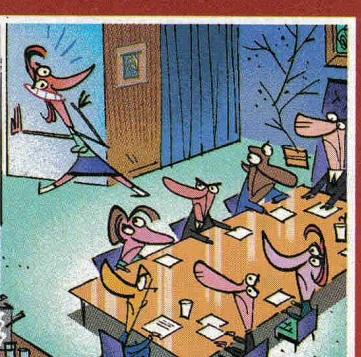
Time spent shooting wastebasket hoops with co-workers using latest company memo:  
**1 hour, 1 minute**



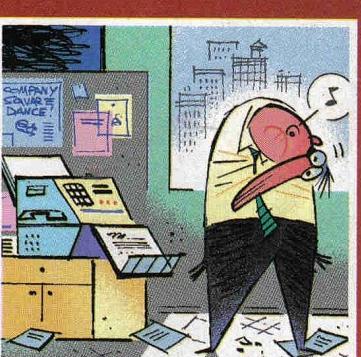
Time spent trying to determine the "growth strategy" of the mold forming in the coffee cup you forgot to rinse out last week:  
**1 hour, 19 minutes**



Time spent trying to unclog a jam in the photocopier yourself before realizing you can't fix it:  
**3 hours, 46 minutes**



Time spent in meetings before you realize you're in the wrong conference room:  
**1 hour, 23 minutes**



Time spent reading other people's "confidential memos" left in the fax machine:  
**19 minutes**



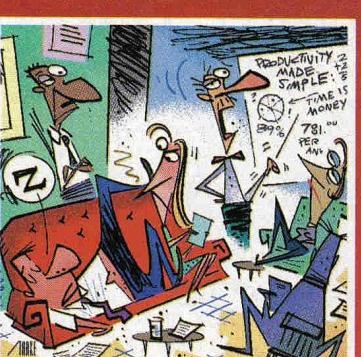
Time spent trying to track down the only guy in the office who can tell you why your home computer's not working:  
**2 hours, 3 minutes**



Time spent trying to track down the scumbucket who stole your Diet Coke out of the company fridge:  
**2 hours, 43 minutes**



Time spent attempting to rearrange your cubicle according to Feng Shui principles before realizing it's hopeless:  
**3 hours, 4 minutes**



Time spent in company mandated "productivity seminars" to learn how to efficiently manage your time:  
**15 hours, 27 minutes**



## WHO, WHAT, WHERE, WHEN, WIRELESS DEPT.

For everyone but writers, listening to another person's cell phone conversation is an exercise in tedium. The loud boorishness that is foisted upon people in close quarters such as restaurants, theaters or commuter trains is not nearly enough to make up for the invasion of one's space. However, there are times when we catch a little something interesting and our ears prick up. Unfortunately, these are exactly the times when we don't get to listen to anything more than what we heard. In fact, it's times like these that have the most in common with the following article...

...how do I benefit from your combover?...

...even I know not to stick my finger in a pay phone coin return slot anymore...

...well, he thought the deer was dead...

...nobody wants to hurt your squirrel, Mr. Lipitor, we just want to ask it a few questions...

...colonoscopies do not make you gay...

...that's what you get for selling your kidney...

...why do you want to know what I'm wearing, Father Smith?...

...I didn't realize you couldn't do that in a soup kitchen...

...advice on love should not be taken from a man who wears corduroy in the summer...

...I didn't force her to join the circus...

...it was all undigested olives and a Trivial Pursuit piece...

...so you're telling me the Mohel refused to take a breathalyzer test?...

...you can't fault a man who marries a woman with a wooden leg...

...if you didn't pay for the dwarf, who did?...

...that's what you get for sharing a dumpster with a butcher...

...smoke all you want through the hole in your neck, but I'm not putting lipstick around it...

...go ahead and call my mother, I'm telling you she doesn't know where the handcuff keys are either...

...I'm telling you, I can't make love when Ron Popeil is on the TV...



# SNIPPETS OF CELL PHONE CONVERSATIONS WE'D LOVE TO HEAR THE REST OF...

...well, if you lick it, I think  
you have to buy it...

...it was all the uric acid that  
made the deck collapse...

...I keep telling you,  
Leonardo Da Vinci is dead...

...I always said the petting  
zoo had too many rules...

...their entire relationship  
revolved around that  
one sandwich...

NO  
STANDING  
ANY  
TIME

ONE WAY

...he and his damn marionette  
ruined everything...

...yeah, I've been to Mardi Gras...  
what do you mean, I'm in a  
Girls Gone Wild video?...

...it's true, I was  
sitting right there at  
the café when she  
lost her virginity...

...if he keeps passing  
out then you're  
doing it wrong...

...how come every time  
I talk to you it turns into a  
conversation about scurvy,  
rickets or the guy from Jackass  
who sticks things up his butt?...

...that's right, Fido is  
the only organ match...

...the thin line between love and  
hate is not made of Silly String...





THREE-BLING CIRCUS DEPT.

# MAD's

# all-access Pass



to the

# MTV VIDEO MUSIC AWARDS

part  
one

Guess what?  
You didn't!  
You've just been  
"Punk'd"!

Several musicians have  
claimed they actually did  
most of the writing for  
Avril Lavigne's album!

I find that  
hard to  
believe!

That Avril would take  
credit for something  
she hadn't done?

No, that others  
would want credit  
for writing nonsense  
like "Sk8er Boi"!

Wow, look at how many of the  
biggest female pop stars are here  
tonight! Christina Aguilera, Alicia  
Keys, Britney Spears, Janet Jackson,  
Mariah Carey...it's amazing  
that one thing unites them all!

Their  
love  
of  
making  
music?

No, being  
romantically  
linked  
to  
Justin  
Timberlake!

check out  
part two  
next issue!

WHAT EPIDEMIC  
FROM THE FAR EAST  
HAS UNFORTUNATELY  
MADE ITS WAY  
TO OUR SHORES?

HERE WE GO WITH ANOTHER RIDICULOUS  
**MAD FOLD-IN**

We live in an ever-changing world. Communication and travel technology has rendered this once seemingly large planet into a global village. While there have been many pluses, there have also been some minuses. Disease and other problems which were once local can quickly become a worldwide threat. To find out what one such global plague is, fold page in as shown.



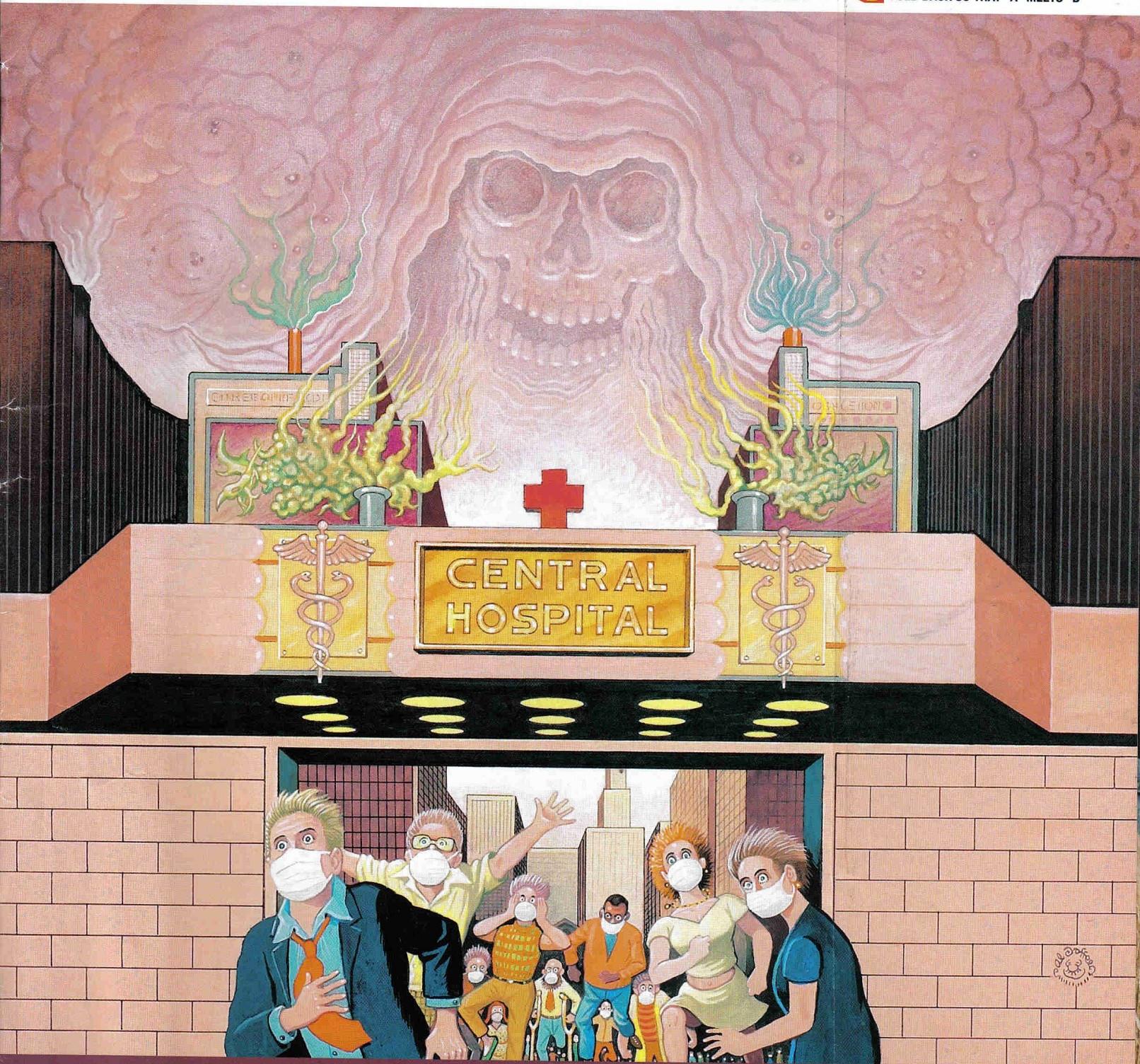
FOLD PAGE OVER LIKE THIS!

A

FOLD PAGE OVER LEFT

B

FOLD BACK SO THAT "A" MEETS "B"



YEARLY NEWS OF WORLDWIDE EPIDEMICS AU-  
GUR DIRE CONSEQUENCES. NOW AN INSIDI-  
OUS NEW ONE IS UPON US. IT WILL REACH  
FEARSOME PROPORTIONS BEFORE IT IS OVER

A

ARTIST AND WRITER: AL JAFFEE

B